

Braeger Auto Group: Changes name to Lake Auto Group

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New Name Reflects Roots, Commitment to Greater Milwaukee Community

[Milwaukee, Wis.] – Braeger Auto Group today announced a name change to Lake Auto Group effective September 1. This re-branding begins the next chapter in the company’s long history serving the greater Milwaukee area. Braeger Chevrolet will become Lake Chevrolet, and Braeger Ford will become Lake Ford. The company will continue with the same ownership, management, and locations – along with the same great customer experience.

The name ‘Lake’ holds deep significance to the neighborhood surrounding Lake Auto Group. The Town of Lake, created in 1838, existed in Milwaukee County for over 116 years. Residents were known for their strong work ethic and commitment to the community – qualities that are still reflected in the vibrant neighborhood. Lake Auto Group is proud to embody those same values as a member of the Lake community, today employing over 200 hard-working individuals and actively supporting numerous local businesses and charities.

Todd Reardon, Chairman of Braeger Company of Wisconsin, released the following statement on Braeger’s name change to Lake Auto Group:

“I’m excited to announce that Braeger Auto Group will officially be known as Lake Auto Group effective September 1. Braeger has a long history of serving the greater Milwaukee community, and we’re ready to begin this new chapter as Lake. We’re proud to be the leading automotive group in Southeast Wisconsin – and Lake will continue to deliver the same world-class service and satisfaction that residents

have come to expect.”

Visit LakeAutoGroup.com for more information on the company.