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**WPMCA Says Proposed Tax Plan Burdens Consumers,
Harms Local Retailers**

Madison, Wis. (February 28, 2019) – The Wisconsin Petroleum Marketers & Convenience Store Association (WPMCA) is disappointed that the sweeping plan to fund transportation infrastructure includes the largest gas tax increase (25%) in state history.

“We’re extremely disappointed with a plan that will dramatically increase the cost of gasoline,” said Matt Hauser, President & CEO of WPMCA. “All consumers and local businesses will be severely impacted if this proposed plan is passed. Modifying Wisconsin’s Unfair Sales Act will not offset this significant tax increase.”

Independent, peer reviewed studies have shown that eliminating the markup does nothing to lower the price of gas. The markup provision is in the law to level the playing field with big box stores that want to eliminate local competition.

“We stand at the ready to assist the State Legislature in crafting a responsible plan that will not burden consumers or harm local retailers,” concluded Hauser.

WPMCA represents over 2,000 independent petroleum marketers, convenience store owners, truck stop and travel plaza operators, automotive oil change outlets and other automotive service providers throughout Wisconsin. These companies sell over 80 percent of the motor fuel and nearly all the farm fuel and heating oil sold in Wisconsin. For more information, go to www.wpmca.org.

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