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Baderland Idealease Earns Prestigious ONE Idealease Award from Idealease, Inc.

Badgerland Idealease 8-Locations Leasing & Rental Professionals Earn President's Club Sales, Service and Management Awards

Milwaukee, WI—August 17, 2018—Idealease, Inc., North America's premier full-service commercial truck leasing, rental and maintenance company, has awarded Badgerland Idealease located in Milwaukee, WI with the prestigious ONE Idealease award for 2018. Badgerland Idealease is one of 102 Idealease locations in the U.S. Canada and Mexico that received the prestigious ONE Idealease award for 2018 at the 36th Idealease Annual Meeting in Sulphur Springs, West Virginia.



The ONE Idealease recognition program measures performance to 12 standards that ensure consistency in branding, customer service, and product offerings. The ONE Idealease standards help make Idealease the most responsive, fully integrated transportation solutions provider in North America. ONE Idealease recognizes the locations that are dedicated to the Idealease core values of Expertise, Responsiveness, and Stability.

“Our ONE Idealease and ONE Idealease Elite honorees are an extraordinary group of locations that are committed to representing Idealease in the best and most professional manner,” said Lance Bertram, Sr. Vice President, Sales, Marketing & Distribution for Idealease, Inc. “This prestigious award is the highest honor an Idealease operation can receive. Our winners are dedicated to growing the presence of Idealease in the commercial truck lease and rental industry.”

“We dedicate our ONE Idealease award to our Idealease employees and our loyal customers who hold us to the highest standards of professionalism and service,” said Peter Klein, General Manager, Badgerland Idealease. “We also celebrate our employees, Jim Nelsen, Andy Perman, Sean Walford and myself [Peter Klein] for earning the Idealease President’s Club award, the highest sales, service and management award given to lease and rental professionals by Idealease, Inc.”

About Badgerland Idealease

Badgerland Idealease is a wholly owned subsidiary of Lakeside International Trucks. Badgerland Idealease provides commercial truck full service lease and rental, mobile and dedicated maintenance services, and a complete portfolio of support services including, 24/7 roadside assistance, safety and compliance information and training, fuel tax reporting, licensing and permitting, and more. Badgerland Idealease operates and maintains a fleet of more than 500 vehicles from 8-locations in Southern Wisconsin and Illinois. Additional information can be found at <http://www.lakesidetrucks.com/truck-lease-rental/>

About Idealease, Inc.

For companies across North America, Idealease offers a safe, cost-effective and efficient alternative to commercial truck ownership through our comprehensive truck leasing, truck rental, **and** dedicated maintenance solutions. We are the industry experts at seamlessly transitioning businesses from truck ownership to full service leasing. Headquartered in North Barrington, Illinois, Idealease is a vertically aligned distribution network affiliated with International® Truck dealerships in more than 430 community-based locations. We support a fleet of more than 45,000 trucks, tractors and trailers with the most proficient, manufacturer-certified technicians, a vast parts inventory and the latest diagnostic equipment. Idealease employs the most seasoned and tenured truck leasing **and rental** professionals who have the expertise to create transportation solutions that can help reduce the risk and costs associated with commercial truck operations and fleet management. Additional information is available at www.idealease.com.