



Zimbrick Fish Hatchery Road is Pleased to Announce...

# The "New" Zimbrick Buick-GMC is NOW OPEN!

Sales • Service • Body Shop • Parts



Welcome to the New Zimbrick Buick GMC at Fish Hatchery Road!

The Zimbrick story started when Mr. John Zimbrick purchased the Buick franchise at the corner of Park and Regent Streets in Madison, Wisconsin. The Zimbrick family purchased land at the corner of Fish Hatchery Road and the Beltline Highway in 1965 and so begins the story of Zimbrick at Fish Hatchery Road.

As General Manager of this campus, I am very proud of the great staff that provides outstanding customer service to our guests each and every day. I invite you to stop by and take a tour of our New Buick GMC state of the art facility. I think you will be very impressed!

The Zimbrick family and I are very proud of the great staff and their commitment to excellence. Zimbrick Buick GMC is a place where the genuine care and comfort of our customers is our highest priority.

I feel our people are our most important asset because they take care of you. We promise to provide the finest customer service and take care of your family's automotive needs for many years to come.

Thank you for your past, present, and future business.

Sincerely,  
Kendall Dahmen  
General Manager



Locally Owned Since 1965



**Vision**  
To be the recognized leader in delivering outstanding customer service through outstanding employees.

**Mission**  
To help people with their automotive needs.

**Core Values**

- Integrity
- Outstanding Customer Service
- Continuous Improvement
- Care, Concern and Respect for Employees
- Responsible Individual Initiative
- Strong Relationships with our Business Partners and Communities

**Zimbrick at Fish Hatchery Road**  
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