MWI Midwestern Wheels, Inc.
Est. 1958

August 7, 2023

Ms. Heather Stouder
City of Madison – Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd
PO Box 2985
Madison, WI 53701

RE: Letter of Intent - Midwestern Wheels, Inc Project - 2102 Darwin Road, Madison, WI.

Dear Ms. Stouder,

Please accept this formal submission for a Conditional Use request for the intended use of the property located at 2102 Darwin Road. The Conditional Use consideration with the Suburban Employment District is required based on the functional use of the proposed development and supports the Rezoning/Demolition/Subdivision Application for the overall parcel.

Midwestern Wheels, Inc (MWI) was established in 1958 as a Wisconsin corporation and operates the Avis Rent A Car, Truck and Avis Car Sales brands as well as the Budget Rent A Car and Budget Truck Rental brands throughout Wisconsin. MWI is a third-generation family run business with the principal owner being Bill Wallschlaeger, with headquarters in Appleton, WI.

MWI is focused on providing best in class mobility services to the local community with a focus for this site to create value for our customers and employees with a modern building and site layout to accommodate our business needs and operational efficiencies. Our services include a wide variety of vehicle rentals and sales. Rental customers include all members of the community and those visiting the area, for various needs including leisure and commercial users.

Our project goals are listed below.

Lobby/first floor office space will consist of:
- Customer waiting area for Avis and Budget car and truck rental and vehicle sales.
- Rental counter for same. Customers will enter this area and complete rental documents and access the vehicles in the publicly accessible area to the north of the building.
- Public parking will include accessible electric vehicle charging stations.
- Office space for rental and vehicle sales employees.

Second floor office space to accommodate the following:
- Operational employees for the Madison area and parts of Wisconsin.
- Company learning and development training center.
- Fleet management employees.
- Administrative, accounting, and leadership employees.
- Rental and sales employees.

Garage area will consist of:
- Vehicle staging area that facilitates vehicle preparation including a car wash and room for cleaning and vacuuming vehicles.
- New vehicle arrival and preparation for rental.
- Vehicle sales preparation.

Secured, non-public parking vehicle operations area will consist of and allow for:

- Staging vehicles for refueling, cleaning and storage between rentals.
- Above ground fuel tank. Tank will comply with all regulations and safety protocol as required by state and federal law.
- Semi-truck fuel tanker delivery area.
- Semi-truck vehicle transport loading and unloading area for new fleet arrival, distribution to other locations and fleet disposal.
- Electric vehicle charging stations.

Organizational Structure:

**Owner**
Bill Wallschlaeger
President
Midwestern Wheels, Inc.

**General Contractor**
Matthew Schultz
Vice President
Vogel Bros. Building Co.

**Architect**
Diana Dorschner
Dorschner Associates, Inc.

**Civil Engineer**
Wade Wyse
Wyser Engineering, LLC.

Midwestern Wheels, Inc. feels the selected location and proximity to Dane County Regional Airport will best serve the local community and those visiting the Madison area. Thank you for your consideration.

Sincerely,

Bill Wallschlaeger
President
Midwestern Wheels, Inc.

AVIS Licensee

Midwestern Wheels, Inc.
P. O. Box 1935
Appleton, Wisconsin 54912-1935
Tel: 920-730-7570 • Fax: 920-730-7595

Budget Licensee