

## **JX Enterprises opens a corridor to the west with a new JX Peterbilt dealership in Mineral Point Wisconsin.**

*JX Peterbilt - Mineral Point , located at 681 County Road O, will hold its grand opening on Friday, April 22 at 11:00am.*

Mineral Point, Wisconsin ([PRWEB](#)) April 19, 2016 -- JX Peterbilt - Mineral Point is the 18th location to join the growing network of [JX Enterprises](#).

The grand opening celebration, hosted by the [Mineral Point Chamber of Commerce](#), is scheduled for Friday, April 22. The official program and ribbon cutting ceremony is set to begin at 11 a.m. Lunch will be served shortly after from the JX Chuck Wagon, the company's traveling food truck.

Eric Jorgensen, president and CEO of JX Enterprises, will speak at the event along with Herman Goth, JX Peterbilt - Madison and Mineral Point General Manager. Local politicians and Mineral Point chamber members will also be in attendance.

Goth is leading the team in Mineral Point and has been working to get the location fully up and running.

“We have been doing business in the area for awhile now, traveling all the way from Madison. Now, we will be closer to our customer base and better able to service and support them,” says Goth. “Instead of making the customer come to us, we are going to the customer.”

He is excited for the chance to better serve current customers in the area and to develop new relationships. The location is the 7th JX store to opening in Wisconsin and plans to sell truck parts for all makes and models with a service department. Later this summer, the location will begin servicing trucks from their six bays.

The satellite store of JX Peterbilt - Madison opened its doors for the first time this February.

The area presents great opportunity with local farmers and small businesses. Herman says the community has been very supportive of the new business and appreciates JX's effort to hire from within the community and the commitment to support the local people.

“Mineral Point is a very close-knit community where word spreads fast,” says Goth. “Everyone seemed to know we were coming before we even announced we were coming!”

### About JX Enterprises

JX Enterprises was founded in 1970. Headquartered in Hartland, Wis., the company operates 19 Peterbilt medium- and heavy-duty truck dealerships throughout the Midwest with locations in Appleton, Green Bay, Madison, Milwaukee, Mineral Point, Waukesha, and Wausau, Wisconsin; Grand Rapids, Michigan; Bloomington, Bolingbrook, Champaign, Elmhurst, Lansing, Rockford, and Wadsworth, Illinois; and Fort Wayne, Indianapolis, and Lafayette, Indiana. The JX Truck Center location in Wausau showcases Volvo trucks, service, and parts in addition to Peterbilt; and JX Hino - Chicago (Bolingbrook) showcases Hino trucks, service, and parts. JX is known for its ability to assist customers by providing transportation solutions that maximize results that fit their long and short-term goals. The company offers new and pre-owned truck sales, as well as a full array of financing, leasing, rental, parts, and repair services.

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