



FOR IMMEDIATE RELEASE

May 15, 2026

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Chevrolet Ride & Drive Experience Headed to 2026 Wisconsin Farm Technology Days

STRATFORD, Wis. — Attendees at the 2026 Wisconsin Farm Technology Days will have the opportunity to get behind the wheel of the latest vehicles from Chevrolet during a special Ride & Drive experience at this year's event, taking place July 14–16, 2026, at Redetzkes' No Joke Dairy near Stratford, Wisconsin.

The Chevrolet Ride & Drive will offer attendees a hands-on opportunity to explore the newest Chevy vehicle lineup while experiencing the performance, comfort, towing capability, and technology features designed for both work and everyday life.

Wisconsin Farm Technology Days annually welcomes more than 30,000 attendees from across Wisconsin and the Midwest, making it one of the region's premier outdoor agricultural events. Farmers, agribusiness professionals, rural families, and consumers attend each year to experience the latest innovations in agriculture, equipment, and rural living.

The 2026 show theme, "We're Serious," reflects Wisconsin agriculture's dedication to innovation, progress, and the future of farming and rural communities.

"We're serious about bringing exciting and interactive experiences to attendees," said Mason Gukenberger, Publicity & Promotion Chair for the 2026 Wisconsin Farm Technology Days. "The Chevrolet Ride & Drive will give visitors a chance to experience the latest vehicle technology and capabilities firsthand while enjoying everything the show has to offer."

In addition to the Ride & Drive experience, attendees can expect live field demonstrations, educational exhibits, agricultural technology showcases, entertainment, and family-friendly activities throughout the three-day event.

Wisconsin Farm Technology Days, Inc. is the premier Wisconsin agricultural showcase hosted by generous farm hosts around the state each summer. New innovations, technologies, products and services are featured by hundreds of exhibiting companies and organizations to provide resources to farmers and the public. Thousands of attendees from across the Midwest seek the event to learn more about agriculture by networking. Wisconsin Farm Technology Days, Inc. is a nonprofit 501(c)(3) dedicated to education and sharing knowledge.