



PEPIN COUNTY SHERIFF'S OFFICE

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PRESS RELEASE

For Immediate Release

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Fatal ATV Crash

Pepin County, WI - On April 19, 2025, at approximately 12:51 PM, the Pepin County Sheriff's Office received a 911 call reporting an unresponsive 73-year-old male outside of a garage on Bignell Lane, Pepin, WI.

First responders arrived on the scene at 1:01 PM and immediately initiated CPR. Despite life-saving efforts, the individual, identified as Richard L. Bignell, male, age 73, of rural Pepin, WI, was pronounced deceased at the scene.

Investigation indicated that Bignell was operating his Suzuki ATV in front of his garage when he was ejected from it, and the ATV came to rest on his body. Bignell was the only passenger on the ATV, and there were no witnesses to his crash.

Bignell was not wearing a helmet at the time of the crash, which is considered a significant factor in his death.

The Durand Fire Department, Durand Ambulance, Pepin County Coroner, Wisconsin Department of Natural Resources, and Mayo Clinic Helicopter all assisted at the scene.

Chief Deputy Matt Roesler
Pepin County Sheriff's Office