



New Wisconsin Driver License and ID Cards

WHY is Wisconsin getting new cards?

Wisconsin Division of Motor Vehicles is taking steps to enhance fraud prevention to ensure the integrity of Wisconsin driver license (DL)/identification (ID) cards. The new card will provide the most advanced security features in North America.

WHAT will customers notice about the new cards?

The most obvious change will be the move from color to black and white photos. Law enforcement in the states of New York and Virginia, where the improved-security cards are already being issued, believe the black and white photo is superior.

The card will also feature a beautiful rendition of the Wisconsin State Capitol building, the Wisconsin flag and the leaf of the State tree, the sugar maple.

The text "Not for Federal Purposes" will be printed on non-REAL ID compliant cards in compliance with Department of Homeland Security REAL ID regulations.

HOW are these cards more secure?

Traditional DL/ID cards have color photos printed on either PVC or Teslin; the color photo is "applied" in either a top or middle layer, enabling separation of the layers for tampering.

Wisconsin's new cards will have a detailed black and white version of the photo engraved by laser onto a very high-quality polycarbonate card. The photo is fully integrated with a solid card, not layered.

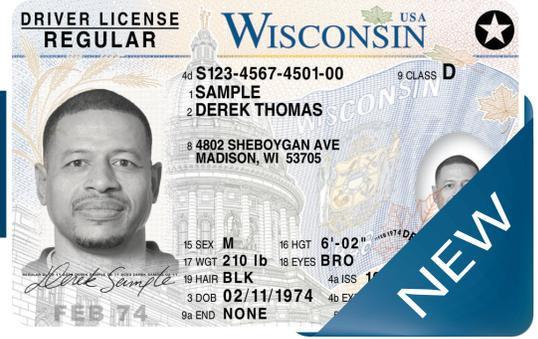
This process produces two high-definition, high-contrast images. The black and white laser-engraved image helps to focus on key facial features without the distraction or distortion of color. This makes the card much more difficult to counterfeit. *Wisconsin's new DL/ID design will have the most advanced security features currently available in the United States.*

WHEN will this take effect?

In the fall of 2015, DMV will begin rolling out the new card in a cascading fashion. By November 2015, all DL/ID licenses will be in the new format.

WHO gets new DL/IDs?

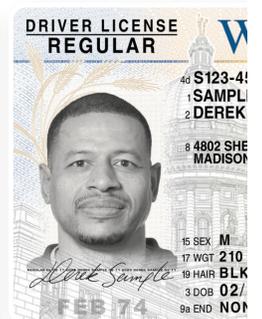
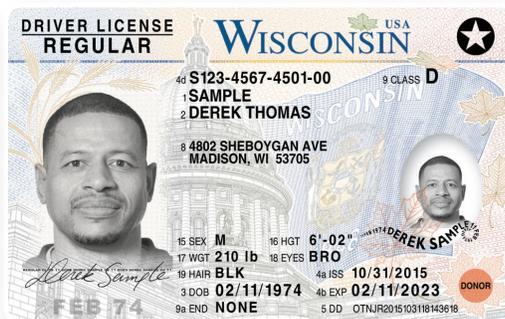
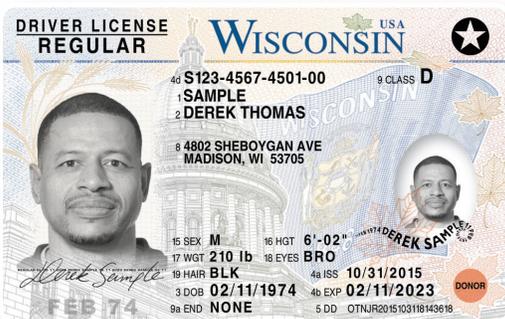
All Wisconsin DL/ID products will be valid until their normal expiration date. Persons with expiring DL/IDs will be notified as usual to renew. There is no need to come in early to get a new product.



Coming soon to your local DMV Center
~ Fall 2015 ~

Fast Facts

- ▶ New card provides most advanced security features in North America
- ▶ New cards will start being issued beginning Fall 2015
- ▶ Same process for customers to get card
- ▶ No additional cost to customers
- ▶ Black and white laser-engraved photos
- ▶ Artistic renditions of the Wisconsin State Capitol building, Wisconsin flag, and more
- ▶ Feels slightly stiffer
- ▶ "Not for Federal Purposes" printed on non-REAL ID compliant cards in compliance with Department of Homeland Security REAL ID regulations



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WHERE will customers get their new DL/IDs?

DL/ID holders who need to renew should visit the DMV customer service center that is most convenient to them. Customers do not need to get a new product before the renewal date. Our website wisconsin.dmv.gov offers online services including a customer service center locator tool for customers to easily find their closest DMV location. There is also an interactive driver license guide to help customers with the DL application process.

WHAT is the process to get a new DL/ID?

The process does not change. At the DMV customer service center, customers will have their photo taken and then receive a receipt which includes a photo. This will serve temporarily as a driver license/identification card until they receive the new card in the mail.

While the average wait time at most DMV customer service centers is approximately 10 minutes, many factors will impact how long the process will take. We recommend visiting at off peak times (avoiding Mondays, Fridays, during lunch hours or first thing in the morning). In 2014, the average DMV customers spent less than 17 minutes in total time at a DMV office, from coming in the front door to exiting with their product.

HOW long will it take to get a new DL/ID?

Customers should receive their card within 10 business days but it will typically arrive sooner. Drivers need only visit a DMV once every 8 years to have a new photo taken when renewing their DL. Customers needing to renew an ID card only need to visit a DMV once every 16 years because an ID card can be renewed online every other time.

WHAT will it cost?

There is no additional cost to customers who obtain or renew their DL/ID card. Drivers will continue to pay the same fees they do today. Fee information is available on the DMV website wisconsin.dmv.gov

The state's contracted cost increases \$0.85 per card from \$2.25 to \$3.10. This increased card cost incorporates advanced security technology provided in the polycarbonate, laser engraved product personalization and system improvements in DMV's overall DL/ID issuance solution. Given that the last contract was awarded 8 years ago, an increase is to be expected.

ARE the DL/ID cards produced in Wisconsin?

Wisconsin products have been manufactured and mailed from a California facility for the past three years with no problems associated with out-of-state production.

To build a Wisconsin production facility would have increased the per card cost by \$1.30. Over the life of the seven year contract, Wisconsin will save \$11.8 million by producing the cards at an existing print facility in Virginia.

For more information: email: opa.exec@dot.wi.gov



WHAT are some quick resources?

wisconsin.dmv.gov

- **Driver License Guide**
 - Personalized check list for documents needed
 - Help customers complete and print the form
 - Step-by-step process
 - Available 24/7
- **Customer Service Center locator**
- **Online Services**
 - Get duplicate driver license
 - Renew ID card
 - Change an address

