

Disciplinary action and illegal activities

THE DEPARTMENT OF TRANSPORTATION IS responsible for the enforcement of motor vehicle and salesperson laws and regulations. If you violate the law, you or the dealership may have your license suspended, revoked or denied.

Civil and criminal sanctions can result from illegal activities. For example, a purchaser may sue a dealer or salesperson for damages, including attorney fees, when department rules are violated. Civil proceedings may also result in special orders being imposed upon the dealer and/or salesperson. Criminal proceedings may result in fines, orders of restitution or imprisonment.

Illegal activities

Activities that may result in disciplinary action are outlined in state statutes and the administrative code. The following list provides examples of some prohibited activities:

- » Theft or fraud against either the dealership or customer
- » Failure to perform any written agreement with any retail buyer, lessee or proposed lessee
- » Allowing privately owned vehicles (not on consignment) to be offered for sale on the dealership property
- » Selling new vehicles for which your dealer is not franchised
- » Submitting title/registration applications later than the maximum seven business days
- » Not providing required information to prospective customers
- » Providing inaccurate Wisconsin Buyer's Guide information
- » Not providing odometer statements
- » Raising the price of a vehicle after a purchase contract has been signed and accepted by the dealer (bushing)
- » Illegal advertising practices
- » Verbal misrepresentations such as telling customers that a purchase contract can be canceled without a penalty when the contract clearly shows the opposite
- » Promoting chain and referral sales by unlicensed salespeople (also known as "bird-dogging")
- » Making a false statement on your salesperson license application
- » Failing to pay taxes
- » Failing to pay court ordered child support