What does the Dealer And Agent Section do?

WisDOT Dealer and Agent Section licenses the motor vehicle industry in Wisconsin, inspects dealerships, and resolves consumer complaints about dealership sales and warranty repairs.

In 2018, WisDOT issued or renewed 2,313 licenses for Auction, Distributors, Motorcycle, Motorcycle, Moped, Recreational Vehicles, (includes Representative and Salesperson), Retail, Salvage and Wholesale dealers; 7,373 Salesperson Licenses; 2,027 Salvage Buyer (BID) cards; and 4,502 Buyers Licenses.

Retail dealers are granted a 2-year license if they meet requirements regarding dealership size, repair facilities, sales staff, zoning, personal character, and more. Vehicle salespeople are granted a 2-year license after passing an exam about vehicle sales laws.

What types of licenses do they issue?

Buyers License
Manufacturer License
Moped Dealer License
Motorcycle Dealer License
Recreation Vehicle Dealer License
Representative License
Retail Dealer License
RV/Sales License
Salesperson License
Salvage Buyer Identification Card License
Salvage Dealer License
Wholesale Auction Dealer License
Wholesale Dealer License

For more information contact:

Bureau of Vehicle Services
Dealer and Agent Section
Dealer Licensing Unit
(608) 266-1425
Email: dealerlicensingunit@dot.wi.gov

For more information about the requirements for the above Motor Vehicle Business Licenses, visit the WisDOT Web site at: