

Plain Dealing

A policy and administrative bulletin for licensed dealers from the Dealer Section of the WisDOT Division of Motor Vehicles

e-MV11

“Nothing astonishes men so much as common sense and plain dealing.”

Ralph Waldo Emerson



Making e-titling a reality for all dealers

A proposed Wisconsin law would usher in a new electronic age of convenience for dealerships and their customers by requiring all dealers to process customer title and registration applications electronically. The proposal, included in Governor Doyle’s 2005-2007 Budget Bill (AB100), is expected to speed delivery of titles and plates to customers, cut paperwork and filing at dealerships, streamline DMV work processes and save tax dollars. The expansion of electronic processing will give dealers the choice to process electronically through the Automated Processing Partnership System Program (APPS) or e-MV11 a new free service offered by DMV.

The APPS program today

Under current law, dealers complete and submit their customers’ title and registration applications and fees to DMV within seven business days of the sale—usually by mail or in person. However, more than 600 dealerships already process and submit 46% of the state’s dealership title applications electronically through the APPS program. Dealers using the APPS program are able to offer metal plates immediately at the dealership and access the DMV database through a private vendor to whom the dealer pays a fee. Dealers currently using the APPS program may continue to do so under the proposed law. Due to cost, security, and other prohibitive concerns, the new e-MV11 program will not provide for issuance of metal plates. On-site issuance of metal plates will remain a service of APPS program participants only. The APPS program has two approved vendors that offer electronic titling services—Computerized Vehicle Registration (CVR) and triVIN.

Hello, e-MV11

Under e-MV11, dealers will complete fields on a Web page that collects the same information now recorded manually on the MV11 Application for Title and Registration Form. For this reason, the Web-based application has been dubbed the “electronic-MV11 form” or “e-MV11”.

e-MV11 Proposes Paperless Processing



WisDOT is proposing to make new vehicle and previous Wisconsin titled vehicle transactions “paperless.” The dealer would retain originals of the titles and not submit the title paperwork to the Department. Everything would be submitted online.

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Plain Dealing is published quarterly by the Wisconsin Department of Transportation, Division of Motor Vehicles, Bureau of Vehicle Services, Dealer Section.

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More about electronic processing *Continued from Page 1*

Dealers using the e-MV11 will no longer be required to complete the paper MV11. Information is gathered from the customer and keyed into the system in one step. Certain fields are pre-filled with information from the DMV database.

Farewell to paper age

The dealer will complete the e-MV11 online through a security interface linked directly to the DMV database. The dealer can put the electronic application in a pending status—for example, to await the end of a three-day right to cancel period. Dealers will provide their customers with a receipt of the electronic application. Unlike today's world, the dealer will file the original Wisconsin titles and manufacturer statements of origin in the dealer jacket and not mail anything to DMV. Out-of-state titles will still have to be mailed to DMV. All in all, the e-MV11 will cut paper-handling for busy dealerships and the DMV. Customers should receive their titles in seven to ten days.

Other benefits

In addition to reducing your paper-handling and faster customer service, the e-MV11 offers the following benefits to dealers and the public:

- **Temporary plates are good to go.** Your customer's VIN and temporary plates are immediately linked on the DMV databases, valid and accessible to law enforcement.
- **Dealer online access to DMV records by VIN.** Research trade-ins, brands, holds, stops, and liens on title records. Owner information will be accessible if owner identifiers, such as the driver's license number, are entered in the system.
- **Create your own electronic log of temporary plates.** No more frantic searching for that paper log or endless page-turning in search of plate information.
- **No unnecessary keying.** Data entry screens are pre-populated with vehicle information already housed on the DMV database.
- **Liens listed immediately on DMV records.**
- **Fees calculated automatically.**
- **Electronic funds transfer.** Eliminates the costs and inconvenience of check-writing.
- **Speeds commerce.** Online updates means applications will be processed faster.
- **Convenient record-keeping.** Dealers can view their completed and pending transactions electronically at the touch of a button.

Minimal program costs

The e-MV11 will be accessible to dealerships by password at any Internet-connected computer, including those at home or at public libraries at no charge. Therefore, hardware costs for e-MV11 dealers should be minimal. Costs for Internet service will be those currently charged by the dealership's Internet service provider. The proposal also allows dealers to include any costs of participating in the e-MV11 program in their dealership service fees—fees currently allowed by law to cover dealer costs for regulatory compliance. WisDOT will allow dealers who participate in the Automated Partnership Processing Systems program (APPS) to continue to charge a separate \$19.50 fee for their APPS processing.

Options for smaller dealerships

The proposed law authorizes WisDOT to develop a rule exempting certain smaller dealers from participating in the e-MV11 Electronic Title and Registration Processing Program in certain instances. The rule allows DMV to process applications for exempt dealerships for a fee. Private vendors may also provide electronic processing services.

Safe and secure

e-MV11 dealerships will have access to the DMV database through a secure means that protects customer privacy and prevents record tampering by any person. In addition, the proposal amends Chapter 218, Wisconsin Statutes, and authorizes WisDOT to take action against a dealership's license for fraudulent use of the program or for other violations of title and registration processing rules.

Pilot starts Summer 2005

WisDOT will pilot the e-MV11 program beginning late summer 2005, with transactions for autos and light trucks registered with a gross weight of 4,500, 6,000, and 8,000 pounds. Upon completion of a successful pilot, DMV will phase in the program over two years. The target date for statewide participation by all non-exempt dealerships is June 30, 2007.

You may contact Nancy Passehl 608-264-9538 or Reginald Paradowski at 608-266-8949 with questions or e-mail us at dealers.dmv@dot.state.wi.us.

**Read more about updates to e-MV 11 at
www.dot.wisconsin.gov/business/dealers/emv11**

Dealer title and registration hotline # changed to 608-261-0251

After a long and rewarding life of more than 20 years, the old dealer title and registration hotline number is being retired. The Hotline is specifically designed to provide “front of the line” service to Wisconsin dealers, DMV Service Center staff needing research assistance and law enforcement. The dealer title and registration hotline number 608-267-3646 has been supplied to the general public and is no longer effectively serving its intended customers. Therefore, 608-261-0251 is the new hotline number. The old number will be disconnected. The new number should only be provided to Wisconsin dealers, DMV Service Center staff and law enforcement.

Registration Reminders

Give complete identifying information for customers—When completing the MV11, please include the customer’s date of birth and driver’s license number or social security number. If this information is omitted, the application will be returned to the dealer which could lead to the customer not receiving the title in a timely manner.

Multiple versions of the MV11 form may be in the marketplace—The fields for the selling price and trade-in value were removed from the MV11 Application for Title and Registration in a revision dated November 2004 because Wisconsin dealers pay sales taxes to the Department of Revenue on a separate form or electronically. Since some out-of-state dealers may use the MV-11 to submit sales tax, the information has been restored to the newest version of the MV11 (February 2005). If you are a Wisconsin dealer, it is still optional to complete these fields. You do not need to destroy the November 2004 versions. In our changing environment you will likely see more changes being made to the current MV11 and e- MV11. WisDOT will keep you informed of these changes.

Citations and criminal charges

Amadi, Cyprian, Milwaukee – One citation issued for acting as a motor vehicle dealer without a license. Pled no contest and was assessed a \$742.50 forfeiture.

ATC, Cumberland – One citation issued for failure to submit transfer of title within seven business days. Pled no contest and was assessed a \$181 forfeiture.

Cabra-Trujillo, Sussy, Chicago, Illinois– One citation issued for acting as a motor vehicle dealer without a license. Pled no contest and was assessed a \$742.50 forfeiture.

D&H Partners, Abrams – Two citations issued for failure to submit transfer of title within seven business days. Pled guilty and was assessed \$362 in forfeitures.

Delmedico, James, De Soto – One citation issued for failure to apply for title. Pled no contest and was assessed a \$156.20 forfeiture.

Domino, Frank, Bigfoot, IL – Charged in Walworth County with acting as a motor vehicle dealer without a license. Found guilty by a jury and sentenced to pay a \$2000 fine plus court costs.

Eckes, Kevin, Marshfield – Charged with removal and alteration of a vehicle identification number. Pled guilty and was sentenced to a \$335 fine.

Heath, Mark, Eau Claire – Charged with conspiracy and possessing fraudulent checks. Sentenced to 4 years in prison.

Houge, Robert, Kaukauna – Charged in Outagamie County with 10 counts of felony forgery. Pled guilty and sentenced to 7 years imprisonment (stayed), 10 years probation, and \$9383.17 in fines and restitution.

Morales, Virginio, Lake Geneva – One citation issued for acting as a motor vehicle dealer without a license. Pled no contest and was assessed a \$739 forfeiture.

Mundigler, Shane, Green Bay – Charged by Brown County for selling encumbered property (felony). Pled no contest to amended charge of misdemeanor theft. Sentenced to 6 months jail (stayed), 2 years probation, and ordered to pay \$18,000 in restitution.

Ortega, Julio, Muskego – Issued one citation for acting as a motor vehicle dealer without a license. Pled no contest and was assessed a \$742.50 forfeiture.

Saltzberg, Mary Ann, South Beloit, IL – Charged by Rock County with felony odometer misrepresentation. Pled no contest to 3 counts of obstructing an officer and sentenced to \$19,000 in restitution and \$1000 in court costs.

Zepeda, Max, Milwaukee – One citation issued for acting as a motor vehicle dealer without a license. Pled guilty and was assessed a \$742.50 forfeiture.

Enforcement Actions

Gilbertson, Allen, Weston – Salesperson’s license was denied for prior violations of odometer tampering and buyer’s license was also denied for prior violations of odometer tampering.

Moes, Michael, Milwaukee – A Special Order and two-day suspension were issued against his salesperson’s license for providing a fraudulent odometer statement.

Mrs. P’s Galaxy Motors Inc, Milwaukee – A Special Order and seven day suspension were issued in conjunction with \$4836.80 in required consumer reimbursement for the improper sales of motor vehicles and for the improper maintenance of required records.

Reilly, Timothy, Milwaukee – A Special Order and 30-day suspension were issued against his salesperson’s license for facilitating unlicensed dealer activity and for submitting false applications to the department.

Runde Chevrolet, Inc Cuba City – A Special Order was issued for offering to sell new vehicles for which they were not franchised.

Ryan Motors, Milwaukee – A Special Order was issued and a \$5,000 civil forfeiture was assessed for facilitating unlicensed dealer activity and for submitting false applications to the Department.

Sedlak Chevrolet, Minocqua – A \$550 civil forfeiture was assessed for advertising violations.

DMV registration and titling system redesign update

The Division of Motor Vehicles (DMV) implemented a new computer system for title and registration processing in December of 2004. The new system replaced one that was created in the 1970s and will provide many benefits in the years ahead. In spite of many years of planning and testing, DMV experienced some issues in implementation, resulting in delays in processing some applications. We regret the inconvenience this has caused you and our mutual customers. Many of these problems have been solved, and in April the two-millionth product was issued in the new system.

Our sincere thanks goes out to all dealerships for their patience and understanding during the initial stages of the new system implementation. Some dealerships experienced delay in customer products during this time. Dealerships that participated in DMV’s APPS (Automated Processing Partnership System) program experienced the same challenges as DMV title processors. Even though a few additional fixes are still being pursued, overall, the APPS program is back to normal with APPS title processing for April equaling 22.8% of all titles processed by DMV.

Join WisDOT Dealer Section’s e-mail distribution list (Dealer Listserv) today and keep your dealership up-to-date regarding law changes, Plain Dealing newsletter, and other important dealer license information. Register your e-mail address today with the DOT e-mail listserv at: www.dot.wisconsin.gov/business/dealers/listserv.htm

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