

WISCONSIN DEPARTMENT OF TRANSPORTATION



PLAIN DEALING

A policy and administrative bulletin for licensed dealers
from the WisDOT DMV Dealer and Agent Section

wisconsinDMV.gov

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New MV11 and MV1 forms

If you are ordering MV11 forms right now, don't purchase a lifetime supply! Both forms have been revised and will be available by early fall 2015.

The MV1 and MV11 forms will have a new look to accommodate our new workflow technology. Some free text fields will have designated character boxes to help scanning software read the information. The forms will also have a small barcode on the upper right-hand corner. This barcode will tell the new software which form was scanned and where to route it.

DMV is working closely with MV11 form vendors and dealer management system (DMS) vendors to provide as much advance notice as possible. This will allow them to make the necessary adjustments with minimal impact to their inventory and business operations.

This year, in addition to submitting a count of metal license plates on hand, plate distributing dealers will also be asked to submit their inventory levels of the MV11, including which revised version(s) of the form they currently have in stock.

Dealers will be able to use their current MV11 stock for the remainder of 2015. However, beginning January 1, 2016 dealers **must** use the new May 2015 update of the MV11.

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Connect with us

DMV workflow modernized

The DMV will launch an innovative new project this fall that will revolutionize the workflow for mailed-in title applications and other documents DMV staff process. DMV will scan documents soon after they are received and route them electronically to the appropriate work section for processing. This will be a vast improvement over our current workflow which requires paperwork to be routed, processed and then scanned for electronic storage. What does this mean to you?

- Your application may be processed faster and at less expense to taxpayers
- DMV will have a record of receiving your title application, even if the application has not been processed yet
- DMV will deposit check payments shortly after they are received
- DMV forms will change to accommodate this new technology

WisDOT launches new internet site

On June 21, the WisDOT website is being updated with a new visual design and architecture to better serve our customers and partners. The new site delivers a responsive, mobile-first design that accommodates visitors regardless of the device they are using. The site is topic based and includes a prominent search field with a more robust search engine to help make customer visits more productive. The search engine is through Google and because we redesigned our entire site, Google must create indexes for searches. Creating indexes will take 3 to 7 days so searching may not be as refined until that is complete.

DMV pages were streamlined, information was combined and outdated and obsolete data were eliminated. Because of this redesign effort all of our online service applications have the look and feel of the new site including a responsive, mobile-first design.

After the change, if you have bookmarked any WisDOT web pages, you may find that some of your links to the previous web pages no longer work. WisDOT will redirect web users from the old pages to the new versions as often as possible. However, due to resource limitations, we were not be able to redirect all of the pages to new versions and you may land on a general page for that topic. We encourage you to find your page in the new site and reset any bookmarks you would like to maintain.

In addition to the expanding services on its website, WisDOT connects with customers on Facebook and Twitter @WisconsinDOT. Follow us for breaking news.

We're at .gov

Note: Only the website with .gov is the official state DMV website. Other DMV sites with .org and .com are not official and may have extra charges for forms or list information that is dated or incorrect.

[Sign up to receive Plain Dealing by email!](#)

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An outreach effort is underway to inform our customers and partners. As you pass the word to customers you encounter, feel free to pass on the URL for the DMV landing page at wisconsindmv.gov and the WisDOT home page at wisconsindot.gov.

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Your surety bond is NOT liability insurance

One of the requirements of your dealer license is to maintain a \$50,000 surety bond or irrevocable letter of credit. Per state law this bond is in place "for the benefit of any person who sustains a loss because of an act of a motor vehicle dealer..." This bond is used for those rare occurrences when a dealer is negligent in their responsibilities and a customer suffers a loss as a result.

Wisconsin State Statute 344.62 states, "No person may operate a motor vehicle upon a highway in this state unless the owner or operator of the vehicle has in effect a motor vehicle liability policy with respect to the vehicle being operated." The motor vehicle liability policy referenced is **not** covered by your surety bond. It is a completely different requirement.

What does this mean for you? Simple, if you plan to operate any vehicle in your inventory on a public highway you *must* possess vehicle liability insurance on that vehicle. Your surety bond is **not** a valid substitute for this requirement. Without liability insurance you are not only breaking the law but putting your business at significant risk of financial loss. Be smart, know the law and keep yourself protected.

Missing work project at DMV

The Dealer and Agent Section recently implemented a new process for following up on completed title paperwork that is submitted either late or not at all. Starting in January of 2015 we began sending letters listing the title numbers of missing work to all processing dealers and agents.

Every dealer who processes title applications as an agent of the DMV is required by law to submit completed paperwork the business day after finalizing a title transaction. Failure to provide required documents may result in disciplinary action being taken against your license, or cause your electronic processing access to be suspended resulting in a processing surcharge of \$50 per application that cannot be passed on to your customer. Neither the department nor our partners want that to happen, so please make sure to send in your paperwork promptly.

If you have any questions regarding what work must be submitted contact the Agent Partnership Unit at DOTDealerseMV11@dot.wi.gov

Wisconsin Buyers Guide update

A reminder from Wisconsin DMV:

All dealers should be using the April 2014 or January 2015 versions of the Wisconsin Buyers Guide. Several significant changes were made to the guide and use of any previous version is prohibited. For this reason it is important you ensure all vehicles being offered for sale are using the most current Wisconsin Buyers Guide.

Furthermore, after November 1, 2015, ***only*** the January 2015 version will be allowed.

If you have questions please contact your local field investigator. A [map](#) with their names and contact information is available.

Additionally, here is a sample of the [January 2015 Buyers Guide](#).

WisDOT issues three new specialty license plates

Law Enforcement Memorial plate joins Trout Unlimited and In God We Trust as newest releases

Three new designs join the Wisconsin Department of Transportation's offering of specialty license plates. The most recent plate includes one dedicated to the memory of fallen law enforcement officers. The others feature the group-sponsored Trout Unlimited and In God We Trust.

"The newest plate honors all the law enforcement professionals who were killed in the line of duty. We're pleased that we can offer another way to recognize those who serve our state," said Megan Bergum, Special Handling Section chief.

This Law Enforcement Memorial license plate is now available. Unlike the other new releases, this license plate design was not

established as a fundraiser. Specialty plates are made available for a \$15 issuance fee for non-personalized plates.



Also new this spring is the Trout Unlimited license plate, which was released in March. The cost to purchase these

plates includes the \$15 issuance fee for non-personalized plates and an additional \$25 tax-deductible donation.



Funds generated from these plates go toward the organization's goal of conserving wetlands in North America.

Last fall, the In God We Trust plates became available. The one-time \$15 issuance fee is transferred to the Wisconsin Department of Veteran Affairs (WDVA), Veterans Trust Fund.



Funds generated from the additional \$25 tax-deductible donation are transferred to the WDVA Veterans Trust Fund to support Wisconsin Veteran Home member care.

A complete list of specialty plates offered is available at:

<http://wisconsin.gov/Pages/dmv/vehicles/title-plates/special-list.aspx>

Fiscal year-end plate inventory coming June 30

The end of DMV's fiscal year is approaching, which means it's time for our annual license plate inventory.

In 2012, DMV began a program which allowed dealers to submit their inventory counts to DMV online. It is mandatory that every dealer report this information to DMV and we strive to make this process as easy as possible. Thankfully the electronic reporting initiative was very successful and we encourage all dealers to utilize this system again this year.

Dealers will need to report their inventory by June 30.

The very small window to report this data helps ensure the accuracy of the count. Dealers will receive a follow up reminder and additional information prior to the due date. Start planning now!

Wheel Tax updates 2015

The following jurisdictions are enacting or changing wheel taxes in 2015. These fees are collected along with the license plate registration fee for most vehicles that are kept in a jurisdiction with a wheel tax. To reduce costly corrections, it is important the county and municipality where a vehicle is

customarily kept are correctly recorded.

For complete information on wheel taxes see:

<http://wisconsin.gov/Pages/dmv/vehicles/title-plates/wheeltax.aspx>

- The Chippewa County \$10 wheel tax took effect January 1, **2015** (dealer delivery date or date of operation January 2, 2015).
- The city of Appleton \$20 wheel tax took effect February 1, **2015** (dealer delivery date or date of operation February 2, 2015).
- The Iowa County \$20 wheel tax took effect February 1, **2015** (dealer delivery date or date of operation February 2, 2015).
- The city of Beloit wheel tax (previously \$10.00) increased to \$20 effective February 1, **2015** (dealer delivery date or date of operation February 2, 2015).
- The township of Arena (in Iowa County) \$20 wheel tax took effect April 1, **2015** (dealer delivery date or date of operation April 2, 2015). For those vehicles kept Arena Township this wheel tax is in addition to the Iowa county wheel tax (total of \$40.00).
- The city of Gillett \$20 wheel tax will take effect July 1, **2015** (dealer delivery date or date of operation July 2, 2015).
- The city of Kaukauna \$10 wheel tax will take effect August 1, **2015** (dealer delivery date or date of operation August 2, 2015).

DAS has a new Chief

We're excited to announce Michael Domke has returned to the Dealer and Agent Section as the new Section Chief. Some of you may remember Michael from his time as the Field Investigation Unit supervisor.

A bit about Michael:

Michael is a lifelong Wisconsinite hailing from Omro, WI. After high school, he enlisted in the military and recently retired after 21 years of service with the United States Army. He spent 10 years as a police officer with the Fond du Lac Police Department where he served as a training officer, instructor, and SWAT operator. Michael began his career in state service with the Department of Agriculture, Trade and Consumer Protection in 2010, and transferred to the Department of Transportation in 2011 as the Dealer and Agent Section's Field Investigation Unit Supervisor. In 2014 he transferred to the Bureau of Driver Services to oversee a section of their communication center.

Michael has bachelor degrees in Criminal Justice and Sociology and a master's degree in Public Administration

from the University of Wisconsin-Oshkosh. He is a die hard Green Bay Packer fan and is thrilled motorcycle season has finally arrived.

Michael's prior experience, enthusiasm and passion for dealer and agent programs will be a great addition to the section and our partners!

Lenders FAQ sheet

Lenders have a new FAQ sheet to refer to for the Title-to-Lien-Holder (TTLH) information. Since its inception in 2012, the Dealer and Agent Section has worked with lending institutions in understanding the process and meeting the requirements for adding a lien. Through those communications we developed what we feel is a comprehensive and thorough fact sheet for anyone to find the answers they need. It covers general information, how you will receive your title, policies, "mail-to" information, printing and electronic title and processing.

For information on Lender FAQs go to:

<http://wisconsin.gov/Pages/dmv/vehicles/title-plates/lienholder-lenders.aspx>

DAS Quarterly Report numbers

The following numbers have been generated from the Dealer and Agent Section Quarterly Report. This data is from the **second** (October - December 2014) and **third** (January - March 2015) quarters.

Field Investigation Unit (FIU)

The following statistics represent the Field Investigation Unit's compliance efforts, community outreach and enforcement actions.

Activity	Second Quarter	Third Quarter
FIU Complaints Closed	370	388
FIU Inspections (Dealers)	186	310
FIU Educational Presentations	5	3

APU/CSU

The Agent Partnership Unit (APU) answers phone calls from dealers, government agencies, financial institutions, gas stations, grocery stores and various other types of agents throughout the state. These agents process either title and registration, or renewal registration applications electronically on behalf of the DMV.

The Consumer Service Unit (CSU) issues and renews multiple business license types. Individual licenses are issued to individuals who are selling or purchasing vehicles on behalf of dealerships. CSU answers dealer licensing questions as well as providing information about consumer harm and how to file a dealer complaint to the general public.

Activity	Second Quarter	Third Quarter
APU Phone Calls	9,357	11,676
CSU Phone Calls	4,993	6,010
Business Licenses Issued	465	810
Individual Licenses Issued	3,228	4,850

Lemon Law

The Lemon Law complaint calls reflect inquiries primarily from consumers (and some dealers and lawyers) seeking information on the specifics of the Lemon Law and to a greater degree, assistance in pursuing a claim.

Activity	Second Quarter	Third Quarter
Lemon Law Complaint Calls	158	221

Electronic Title and Registration Processing

Dealers and agents processing titles and/or registration electronically:

Activity	Second Quarter	Third Quarter
Renewal Agents	785	796
Title Agents (includes dealerships)	4,257	4,297
Total	5,042	5,093

These systems are available for electronic processing:

- eMV11 - for dealers only
- eMV Agent - for lenders only
- Computerized Vehicle Registration (CVR)
- Dealertrack Registration and Title, formerly known as TriVIN
- National Financial Corporation (NFC) - registration only
- Opus Inspection Inc., formerly known as Systech International LLC - registration only

Wisconsin motor vehicle dealers are required to electronically process all title/registration applications for their customers. For more information regarding electronic processing options, see:

<http://wisconsin.gov/Pages/dmv/dlr-agents/dlr-ttl->

reg/main.aspx

Electronic Title Delivery

Lenders receiving electronic title records:

Activity	Second Quarter	Third Quarter
Lenders	466	492

These service providers deliver and manage electronic titles:

- Assurant Specialty Property
- Dealertrack Collateral Management Services
- Decision Dynamics, Inc.
- PDP Group, Inc.
- VINtek

The electronic lien and title (also known as ELT or e-Title) program is an optional program for lien holders that prefer receiving electronic title records instead of paper titles. This program has been available since July 30, 2012. For more information regarding ELT options, see:

<http://wisconsindot.gov/Pages/dmv/vehicles/title-plates/lienholder-lenders.aspx>

WisDOT Citations

Balistreri, Domenico - *Milwaukee* - Two citations for failure to transfer title within seven business days were filed in court. Balistreri paid \$408.

Dhillion Enterprises LLC - *Milwaukee* - Citation issued for failure to make records available for inspection.

Parminderjeet Dhillion found guilty due to no contest plea. Ordered to pay \$204 by 9/15/2014 or face two year driver license suspension.

Higgins, James - *Madison* - Citation issued for acting as an unlicensed motor vehicle dealer.

Monkeys Motors - *Madison* - Two citations issued, one for failure to transfer title, and one for misuse of dealer plates.

Pichler, Adrian - *Mondovi* - Pichler pled no contest to citation for failure to report closing. Total forfeiture amount of \$263.50.

Van Horn Motors of Milwaukee, Inc. - *Milwaukee* - No contest plea entered on three citations issued for failure to transfer titles. Paid \$612.00.

Yindra Auto Sales - *Manitowoc* - Citation issued for failure to process applications within seven business days.

WisDOT Enforcement Actions

[Complete Enforcement Actions list.](#)

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