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Dealer and Agent Section announces new chief



On January 3, 2022, WisDOT welcomed Mark Rather as the new Program Chief for the Dealer and Agent Section.

Mark has 24 years of experience in law enforcement and is looking forward to using his professional knowledge to further the department's mission: *"Keeping Dealers in business, doing business right."*

You'll start to hear more from Mark soon. In the meantime, please help us welcome Mark to WisDOT!

Mark A. Rather

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Cash Price on MV11 forms

Recently, WisDOT has received some questions regarding how to properly calculate the Cash Price required in Section E, line (a) of the MV11 Title and Registration Application.

The term “Cash Price” as used on the MV11 is the same as the “Cash Price” listed on the Motor Vehicle Purchase Contract, Item 1. Cash Price is the dealer retail price of the vehicle including dealer installed options, plus optional service fee, and less any discounts.

To complete the MV11, transfer the Cash Price calculated from the purchase contract and enter it into Section E, line (a), as shown below.

MOTOR VEHICLE PURCHASE CONTRACT (SEE SECTION B)	
Dealer Markup	
Dealer Installed options — Has a warranty if <input checked="" type="checkbox"/> at left.	
Total Dealer Installed Options (Add to Used Price and enter in line 4)	
PRICE OF THE VEHICLE	
a. Dealer Retail Price	10,000
b. Services Fee	250
c. Discount	1,000
1. Cash Price (a + b - c)	9,250

➔

Section E – Vehicle Transaction	
a. Cash price (vehicle described in Section B)	\$ 9,250
WARNING: It is a crime to understate the purchase price	
b. Less trade-in allowance	\$
Note: WI Dealers need not complete item c below	
c. Amount subject to tax (a. minus b.)	\$
State Sales Tax (5% of line c.)	
Local Sales Tax if applicable (see Local Sales Tax chart)	
Fee Computation	
Title Fee \$164.50 (Replacement \$20)	\$
Loan Filing Fee \$10	\$
License Plate Fee (see Section H)	\$

Calculate the Cash Price as required on the Motor Vehicle Purchase Contract (left). Enter the Cash Price in Section E, line (a) of the MV Title and Registration Application (right).

Final stage manufacturers must be licensed



Final stage manufacturers must have a Manufacturer’s license to do business in Wisconsin.

Does your business meet the requirements of a final-stage manufacturer below?

A final stage manufacturer is a person who performs such manufacturing operations on an incomplete vehicle that it becomes a complete vehicle and who owns the complete vehicle. Final stage manufacturers are sometimes referred to as second-stage manufacturers.

An incomplete vehicle is a chassis unit, with or without cab, intended for completion as a motor home or motor truck with permanently installed

equipment designed for non-transportation purposes. This includes, but is not limited to, cranes, backhoes, etc.

Manufacturers are required to hold a type of license with WisDOT per Wis. Stat. [§218.0114\(2\)](#). This includes final stage manufacturers who finish the building process on either complete or incomplete vehicles, per Wis. Stat. [§218.0101\(20\)](#), and as further defined by Wis. Admin. Code ch. [Trans 137.03\(1\)](#) and [Trans 137.03\(3\)](#).

If you are uncertain whether your business meets the definition of a final stage manufacturer, or if you have questions about licensing, please contact the Dealer Licensing Unit (DLU) at 608-266-1425, or email dealerlicensingunit@dot.wi.gov.

REMINDER: Down payments require a purchase contract

Whenever you accept a down payment from a customer, be sure you are executing a motor vehicle purchase contract. This is required per Wis. Admin. Code ch. [Trans 139.05\(1\)\(b\)](#).



Recently, the department has noticed an uptick in online purchases where down payments were accepted without a purchase contract. Online sales are subject to the same rules and requirements as in-person sales.

If you have any questions regarding the proper use of the motor vehicle purchase contracts, contact your dealer investigator.

Advertising: posting "sold" vehicles online



Advertised vehicles must be available for delivery within a reasonable period of time, defined by the department as seven days.

Vehicles advertised as “sold” are not available, and the listings must be removed per Wis. Admin. Code ch. [Trans 139.03\(10\)](#). Keeping “sold” inventory online is considered false, deceptive, or misleading advertising.

As a reminder, dealers are responsible for representations made online regarding the vehicles they offer for sale. Website-related issues should be addressed with your web vendor to ensure compliance with advertising laws.

Don't wait to renew your license

TWO YEAR MOTOR VEHICLE DEALER LICENSE RENEWAL

Wisconsin Department of Transportation
MV2713 12/2019 s. 218 Wis. Stats.

LICENSE EXPIRES: 12-31-2021 RENEWAL MUST BE RECEIVED BY 12-01-2021

Legal Business Name BCSU AUTO SALES 2	FEIN	Dealer Number MV-5510
Trade Name or DEA	Business Entity LLC	Customer Number 74927200726
Business Address 4822 MADISON YARDS WAY	PO Box MADISON	State ZIP Code WI 53705-9100

Your dealer renewal form lists your license expiration date, and the date when the department must receive your renewal back (red circle).

Your dealer license is good for a period of two years, based upon when the license was issued. The expiration date is displayed on your dealer license certificate. About 60 days prior to expiration, you will receive a renewal application from the department. You must return your renewal application before your license expires.

Missing information, missing fees, or incomplete applications can lead to delays in renewing your license. Dealers whose licenses expire may be required to submit a new dealer application prior to being reinstated, causing interruptions to your business.

In short: when you receive your renewal, don't wait to send it back!

Dealer training is January 18th



The next voluntary dealer training will be held on Tuesday, January 18th. Dealer training is an introductory course covering the essential laws and policies for operating a motor vehicle dealership in Wisconsin. Anyone who owns or works for a licensed motor vehicle dealer is eligible to attend. Prospective motor vehicle dealer owners and license applications are also welcomed to attend.

Course topics include:

- Vehicle inspection and the Wisconsin Buyer's Guide
- Completing the motor vehicle purchase contract and MV11 title application
- An introduction to mandatory display law and electronic processing
- Basic advertising law

Training will be held on Tuesday, January 18th, from 10:00am to 2:00pm, online via Microsoft Teams.

Can't make it in January? Training is available quarterly, with the next training scheduled for Friday, April 15th, 2022.

Email dealertraining@dot.wi.gov to register, or if you have questions.

Quarterly Report

The following numbers have been generated from the Dealer and Agent Section (DAS) Quarterly Report. This data is from the **second quarter** for the fiscal year beginning July 2021 (October through December 2021).

Field Investigation Unit (FIU)

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

Activity	Third Quarter
Complaints closed	440
Dealer inspections	320
Educational presentations	4

APU/DLU

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 electronically process either title and registration, or renewal registration applications on behalf of the DMV.

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

Activity	Third Quarter
APU phone calls	8,590
DLU phone calls	3,486
Business licenses issued	854
Individual licenses issued	3,858

Lemon Law

DMV receives telephone and email inquiries from consumers, dealers, lawyers, manufacturers, and law makers. The inquiries range from questions about the specifics of the Lemon Law, to assisting all facets of pursuing a claim.

Activity	Third Quarter
Lemon Law inquiries	81

FIU Enforcement Actions

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