



# PLAIN DEALING

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

[wisconsin.dmv.gov](http://wisconsin.dmv.gov)

February 2018

Volume 29 Issue 1

## The alpha character returns to the dealer plate



Beginning in February 2018, WisDOT will be issuing motor vehicle dealer plates formatted with an alpha character at the end of the plate number. As many of you will remember, dealer plates used to have an alpha character but it was removed when the plate was redesigned in 2010. After a yearlong effort, we successfully modified our databases to once again recognize and issue an alpha character on dealer plates.

The alpha suffix will make each plate number unique. This will make inventory tracking easier for your dealership, the DOT, and law enforcement. Additionally, law enforcement will be able to view ownership details for each dealer plate via the Department of Justice's TIME System.

WisDOT will not be reissuing plates. Therefore, dealerships have three options for their dealer plate inventory:

1. Replace all of your current numeric plates with alpha character plates. This can be done by submitting the [MV2176](#) Additional or Replacement Plates Application (Dealers) form and a payment of \$4 per replacement plate. Once you receive your new plates we request

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## New Agent Training Videos Are Here!

The Dealer and Agent Section has created a new series of training videos for eMV Agent and eMV11 processing systems.

- you send all old numeric plates to Hill Farms since they will no longer be valid.
2. Supplement your current numeric dealer plates with additional alpha plates. This can be done by submitting the [MV2176](#) Additional or Replacement Plates Application (Dealers) form and a payment of \$4 per replacement plate.
  3. Do nothing. Your numeric plates will be valid as long as your dealer license remains valid.

If your dealership loses a numeric plate, or has it stolen in the future, we strongly encourage you to replace your entire plate inventory with alpha character plates to avoid any confusion with law enforcement.

If you have any questions about the new dealer plates please contact the Dealer Licensing Unit at (608) 266-1425.

## Texas title alert

With out-of-state titles, be alert for salvage, junk and other brands.

Between September and November 2017, JUNK and SALVAGE brands for new Texas titles were not sent to the National Motor Vehicle Title Information System ([NMVTIS](#)). Many of those titles display the Texas FLOOD DAMAGED brand due to Hurricane Harvey.

NMVTIS records have since been corrected, but this incident shows the need to be vigilant, as your title processing system may not always alert you.

Many states use different colored title stock for JUNK and SALVAGE. **For Texas titles:**

- JUNK titles are orange - refuse WI title and registration
- SALVAGE titles are pink/magenta - these may be retitled in WI with SALVAGE brand
- Standard titles are blue



These short video tutorials, designed with simplicity and convenience in mind, will cover a wide range of topics and functions available on both of these processing systems.

Learn how to troubleshoot, process and become familiar with the eMV systems and capabilities. The tutorials have been specifically designed to aid in processing, keeping in mind the most commonly asked questions received by the Agent Partnership Unit.

These videos are available on the WisDOT [eMV Agent Informational Video](#) webpage and the [eMV11 Informational Video](#) webpage.



## DMV issues driver license/ID cards compliant with federal standards

Anyone planning to fly within the U.S., visit a military base or federal buildings will have to show a REAL ID-compliant driver license or ID card, or other federally acceptable identification such as a passport, beginning October 1, 2020.

[wisconsindmv.gov/REALID](http://wisconsindmv.gov/REALID)



## Account activity alerts added to DMV's eNotify online service

DMV subscribers to eNotify will be alerted when certain transactions occur; such as when an application for a duplicate driver license or ID card is made, or when their address is changed in DMV's systems.

[wisconsin.dmv.gov/enotify](http://wisconsin.dmv.gov/enotify)

## New MV11 form is now available



WisDOT has announced that the new MV11 - Title and License Plate Application form (1/2018 version) is now available for use.

Before switching to the new MV11 version, vendors and dealers will be allowed to use up their remaining stock of the last version of the MV11 (5/2015).

(To ensure that the application is processed correctly, the new 1/2018 version and the 5/2015 version are the **only** versions of the MV11 that will be accepted by WisDOT.)

To purchase the new MV11 form, contact one of the authorized vendors listed on the [Wisconsin DMV website](http://Wisconsin DMV website).

If you have questions, please contact the [Agent Partnership Unit](http://Agent Partnership Unit) at 608-266-3566.

## Electronic vehicle surcharge

Non-hybrid electric (all-electric) vehicles now require a \$100 annual surcharge, whenever annual license plate registration fees are paid, for



all license plates with AUT (automobile), LTK (light

## Investigator

truck), or DPV (dual-purpose vehicle) registration. This affects new license plates issued with a date of operation of January 1, 2018 or later, and license plate renewals with expiration date December 31, 2017 or later.

Hybrid vehicles, which are powered by gas or diesel fuel and electricity, are not subject to any surcharge at this time. The surcharge applies only to motor vehicles propelled solely by electrical energy and not capable of using gasoline, diesel fuel, or alternative fuel.

## The future of temporary plates

We are excited to announce the expansion of on-demand/PDF temporary plate issuance capabilities.

In 2012, on-demand temporary plates became available through DMV's [eMV Public system](#), a self-service title/registration application for private vehicle sales.

We expanded the on-demand temporary plate issuance capability with other self-service applications in 2015, including [replacement plate](#) and [new plate](#).

WisDOT has plans for two more releases of the on-demand temporary plate:

- The first release will allow issuance of on-demand temporary plates by DMV's customer service center and central office staff. This project is scheduled for an August 2018 implementation.
- The second release is part of the on-going PARTNER project and will allow dealers and other third-party processors to issue them. The projected implementation is February 2019.

The current cardboard temporary plates will be removed from distribution as each business area has access to the on-demand temporary plate.

Here is a sample of the temporary plate format:

<b>WISCONSIN TEMPORARY PLATE</b>	
<b>A4365JE</b>	
VEHICLE INFORMATION:	EXPIRES:
MAKE: GMC	<b>04-12-2018</b>
MODEL: S/VSV1	
YEAR: 1999	
LAST 6 DIGITS OF VIN:	<b>0 2 6 8 6 1</b>

Fold on the dotted line before taping the temporary plate inside the lower corner of rear window on the driver's side.

T1040 7/2012

## Jan Keyser Retires!



After 38-years of state service, Investigator Jan Keyser decided to hang up her investigator's badge and enjoy the good life.

During her tenure with the Dealer and Agent Section - Field Investigation Unit, Jan was known for her vast processing knowledge and willingness to share it with dealers throughout the state. DAS will miss her and we wish her well as she drives off into the next chapter of her life, traveling, making & selling jewelry, and doing whatever her heart desires.

For the dealers in Dodge, Jefferson, Ozaukee, Washington, and Waukesha counties, please contact Cynthia Pillar, Field Investigation Unit Lead Worker at (608) 267-7807. She will direct you to the investigator covering your territory until Jan's position is filled.

### Connect with us

Follow us for breaking news.



### We're at .gov

Note: Only the website with .gov is the official state DMV website.

## Advertising Service Fees review

Dealers may charge a service fee for completing inspections and forms required by law. The service fee is a dealership fee, not a government fee, and is not required by law. Service fees reflect the dealer's costs for complying with mandated state and federal laws, and may be negotiable at some dealerships.



It has come to the Department's attention that service fees have not been properly disclosed on some internet advertising platforms. Some platforms have "stock" language that does not properly disclose the service fee. Trans 139.03(3) states, "the advertised price shall include all charges that shall be paid by the purchaser to acquire ownership of the vehicle with the exception of sales tax, title and registration fees."

The service fee is a charge that the purchaser will pay to acquire ownership of the vehicle. You do not need to include the amount of the service fee if the advertisement clearly and conspicuously discloses that the advertised price does not include the optional fee.

Because some internet platforms do not meet the service fee disclosure, you will need to be diligent and "clearly and conspicuously" include this in your vehicle description.

If you choose to charge a service fee, the following disclosure must be on the purchase contract or lease agreement: "A service fee is not required by law, but may be charged to motor vehicle purchasers or lessees for services related to compliance with state and federal laws, verifications and public safety, and must be reasonable."

Upon request from a purchaser, the selling dealer shall provide a written disclosure of the services included in this service fee. The Department reserves the right to audit fees to determine whether they are reasonable.

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Other DMV sites with .org and .com are not official and may have extra charges for forms or list information that is outdated or incorrect.

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

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## Rescinded sales: here's "How to"

The DMV recognizes that occasionally dealers will cancel purchase contracts and allow a customer to return the vehicle they purchased. While you are not required to take a vehicle back after a sale has been finalized, DMV allows you to rescind a vehicle sale when all the following criteria have been met:

- The buyer returned the vehicle within seven calendar days of taking possession.
- The sale is voided and the dealer has refunded all money to the buyer.
- The vehicle has accrued less than 500 miles since the customer took delivery.
- All security interests have been satisfied.
- The dealer has not applied for any rebates.
- The manufacturer will allow the dealer to resell as "new." (For new vehicle purchases only.)
- The dealer submits an [MV2340](#) Rescinded Sale Statement of Fact which explains why the sale was rescinded and is signed by the dealer and customer.

When a used vehicle is rescinded, the title does not need to be submitted with the MV2340 form. The customer(s) transfers ownership by signing the back of title and the dealer uses that title to retail the vehicle to the next customer.

When a new vehicle is rescinded, the dealer must submit the title, signed off by the customer, along with the MV2340. These documents will be recorded with the department and will allow you to apply for a duplicate MCO and once again sell the vehicle as new.

In both scenarios, the customer must transfer ownership by signing the title and provide an odometer statement unless the vehicle is exempt from an odometer reading.

It is important to ensure that all above mentioned criteria have been met. Without these requirements, the department will not be able to facilitate a rescinded sale for you. If you have any questions, or would like more information on rescinded sales, please call the Agent Partnership Unit at (608)266-3566.

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## Made a processing mistake? Here's how to fix it

If you processed a title transfer application and realized you made a mistake, you can cancel that application by resetting it right away. Resets can be done before 8 p.m. the same day the application was processed. Once it's after 8 p.m. that same day, it becomes a correction.

All dealer corrections are requested using the [MV1047](#)

Request for Title or Registration Correction form. That form can also be found doing a browser search by the form number. Because the MV1047 has a certification that the changes you, as a licensed Wisconsin dealer, are requesting are true and correct, it is the only correction form we can accept.

The MV1020 Title/Registration Correction Request is a form that general public can use to request corrections on private transfer transactions and does not include that certification.

For questions as to what other forms or fees may be required for a particular correction, please call the Agent Partnership Unit at (608) 266-3566.

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## **What dealers can and can't do with trade vehicle titles held by lien holder**

When you take a vehicle in on trade and the Wisconsin title is held by a lien holder, be sure to have your trade customer complete an MV2690 Power of Attorney form. You'll also need to run the VIN number in your processing system inquiry and print that screen. That inquiry printout is your proof that the title was held by a lien holder at the time of the trade, and that you were eligible to use the MV2690.



This is the only time dealers are allowed to put a vehicle out for sale and, if the vehicle sells, title it to the buyer without a title.

After processing, send a completed MV11, MV2690 and inquiry print with your bundle. Anything else you would do with the vehicle, whether it's sold to an out-of-state customer without a lien, wholesaled, or dealer traded, you have to wait for a title from the lien holder. In that case, after receiving the title, you'll sign the title as Seller, POA and forward it with the MV2690 and inquiry print wherever the vehicle is going.

If the trade vehicle is titled out of state and that title is held by a lien holder, you can have your customer complete the MV2690 Power of Attorney form. You must have the out-of-state title in your possession before the vehicle can be put out for sale, wholesaled, or dealer traded. Once you receive the title, you may sign the title as Seller, POA and once it sells, process it

to your buyer. If it sold to an out-of-state customer without a lien, wholesaled, or dealer traded, sign the title as Seller, POA and forward it with the MV2690 and inquiry print to your buyer, wholesaler, or trade dealer.

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## Dealer Group advertising

Dealer Groups are defined by the department as dealerships with the same majority ownership. Dealer groups often advertise their inventory as a group of dealer licensees in one advertisement or website. When advertising in a group, it is important to make sure all licensees in the group advertisement have the same majority ownership.



If your dealerships don't meet the department's definition of a "group," here's how you can still advertise together and be compliant with the law: Have a central home or landing page without any vehicles listed and then branch off to each individual dealership's website and inventories.

If your dealerships qualify as a "group," you can advertise the entire group's inventory on one general page, but you must specify the location of each vehicle being advertised.

The reason for this is three-fold:

1. Trans 139 prohibits you from advertising vehicles you don't have available.
2. You are not allowed to advertise motor vehicles at an address other than the licensed business presence unless you have declared an off-premise sale.
3. Franchised dealers are only allowed to advertise new motor vehicles they are permitted to sell by the manufacturer. If you advertise as a group and don't specify the location, it could be a franchise law violation.

If you need assistance or have questions about proper advertising, contact your dealer investigator to review the ad with you. Here is the list of [dealer investigators and their territories](#).

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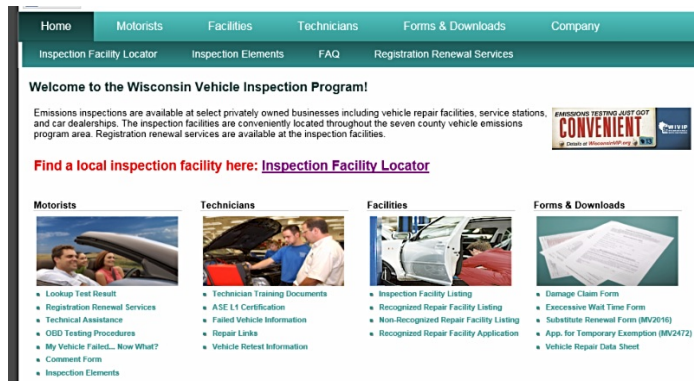
## WIVIP (emissions) resources

Are you looking for information regarding emissions testing and repairs? Many resources are available on

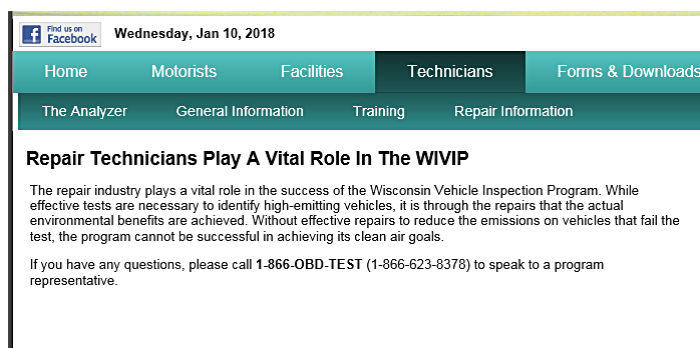


the [Wisconsin Vehicle Inspection Program \(WIVIP\) website](#).

The main page of the website contains the "Inspection Facility Locator," where customers can find businesses that perform emissions inspections by searching by city or zip code.



Under "Motorists," customers may look up their emissions inspection results by clicking on "Vehicle Inspection Result" or "Lookup Test Result" and entering Plate and VIN. To find out which vehicles are subject to emissions inspections, click on "OBD Testing Procedures" for counties and model years.



Technicians can find resources under the "Technicians" tab:

- Current and past issues of "The Analyzer," the program's quarterly newsletter that contains Tech Tips and other useful information.
- If you are registered with the program, you may log in under the "Training Documents" tab to access training presentation materials from past technician seminars. (If you are not registered, you may register by clicking on "Recognized Repair Facility Application" under "Facilities".)
- Interested in obtaining or renewing ASE L1 certification? A link may be found under "Training" for ASE Test Prep and Training.

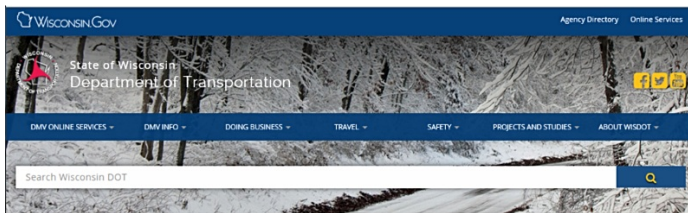
Additional questions?

Call 1-866-OBD-TEST (1-866-623-8378) to speak to a representative.

## How to find dealer information on the WisDOT website

To access our official WisDOT website home page, enter [wisconsin.gov](http://wisconsin.gov). A Google search for Wisconsin DOT or DMV may bring up sites that will show as wisconsin.org or wisconsin.com. These are not the official Wisconsin DOT website, have no affiliation with Wisconsin DOT and may not contain accurate information. Please be sure that you are going to wisconsin.gov.

To find dealer-specific information once you're at our homepage, locate the blue bar at the top of the page and click on DMV INFO. You'll get a drop-down menu with Dealer/Lender/Agent as the second to last option. Putting your cursor over Dealer/Lender/Agent will bring up a second drop-down menu that will give you choices such as Business License, Title Processing, Forms and Publications, along with several others. Clicking on [Forms and Publications](#), for example, will take you to a page with access to forms commonly used by dealers relating to title processing and the various dealer licenses.



As always, if you have any questions give the Agent Partnership Unit a call at 608-266-3566.

## Wheel tax updates

Additional municipalities/counties have added new wheel taxes for most vehicles that are kept in those jurisdictions. New plates issued with dealer delivery date or date of operation starting the 2nd day of the implementation month will require these fees. Thank you for your efforts to correctly record the county and municipality where a vehicle is customarily kept on every application, saving your customer and the DMV the time and expense of corrections later.



Effective November 2017:

- Village of Eden - \$20 wheel tax

Effective January 2018:

- City of Evansville - \$20 wheel tax
- City of New London - \$20 wheel tax
- Lincoln County - \$20 wheel tax

Visit the [WisDOT Wheel Tax webpage](#) for complete information on wheel taxes.

## DAS Quarterly Report numbers

The following numbers have been generated from the Dealer and Agent Section (DAS) Quarterly Report. This data is from the third and fourth quarters. (July through September, and October through December, 2017)

### Field Investigation Unit (FIU)

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

Activity	Third Quarter	Fourth Quarter
FIU Complaints Closed	260	275
FIU Inspections (Dealers)	211	260
FIU Educational Presentations	2	0

### 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 providing information about consumer harm and how to file a dealer complaint to the general public.

Activity	Third Quarter	Fourth Quarter
APU Phone Calls	12,517	15,801
DLU Phone Calls	2,973	4,171
Business Licenses Issued	619	597
Individual Licenses Issued	3,430	4,608

### **Lemon Law**

DMV receives telephone and email inquiries from consumers (and some dealers and lawyers) about the specifics of the Lemon Law and help in pursuing a claim.

<b>Activity</b>	<b>Third Quarter</b>	<b>Fourth Quarter</b>
Lemon Law Inquiries	232	181

### **Electronic Title and Registration Processing**

Dealers and agents processing titles and/or registration electronically:

<b>Activity</b>	<b>Third Quarter</b>	<b>Fourth Quarter</b>
Renewal Agents	1,043	1,054
Title Agents (includes dealerships)	4,549	4,554
Total	5,592	5,608

Wisconsin motor vehicle dealers are required to electronically process all title/registration applications for their customers. For more information regarding electronic processing options, visit the DMV [eMV11 Electronic Processing webpage](#).

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

### **Electronic Title Delivery**

Lenders receiving electronic title records:

<b>Activity</b>	<b>Third Quarter</b>	<b>Fourth Quarter</b>
Lenders	801	835

These service providers deliver and manage electronic titles:

- Secure Title Administration, Inc.

- 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 who prefer receiving electronic title records instead of paper titles. This program has been available since July 30, 2012. For more information regarding ELT options, visit the DMV [Title to Lien Holder webpage](#).

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## WisDOT Enforcement Actions

[See the complete Enforcement Actions list](#)

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