

Chapter Trans 144

LICENSING PERIODS AND FEES FOR DEALERS,
MANUFACTURERS AND SALESPERSONS

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Trans 144.01 Purpose. This chapter describes the periods, expiration dates, and fees for licenses issued by the department under the authority found in ch. 218, Stats., to motor vehicle dealers and their salespersons; moped dealers; manufacturers, distributors, wholesalers, and their representatives; recreational vehicle dealers and their salespersons; motor vehicle auction dealers; salvage dealers; and buyer identification card holders. It also establishes the periods, expiration dates, and fees for registration plates issued to dealers, distributors, and manufacturers.

History: Cr. Register, January, 1991, No. 421, eff. 2-1-91; 2013 Wis. Act 363: am. Register May 2014 No. 701, eff. 6-1-14.

Trans 144.02 Definitions. Words and phrases used in this chapter have the same meaning as found in chs. 218 and 341, Stats., unless additional interpretations are specified. In this chapter:

(1) "Business license" means a license issued by the department under ch. 218, Stats., to a motor vehicle dealer, moped dealer, recreational vehicle dealer, motor vehicle auction dealer, motor vehicle manufacturer, distributor, wholesaler, or salvage dealer.

(2) "Department" means the department of transportation.

(3) "Individual license" means a buyer identification card or a license issued by the department under ch. 218, Stats., to a salesperson or representative.

(4) "Initial license" means a license issued to a person or business who does not have such a license at the time of application.

(5) "Renewal license" means a license issued to a person or business who has such a license at the time of application.

(6) "Representative" means a distributor representative or factory representative.

History: Cr. Register, January, 1991, No. 421, eff. 2-1-91; 2013 Wis. Act 363: am. (1) Register May 2014 No. 701, eff. 6-1-14.

Trans 144.03 License periods and expiration dates.

(1) BUSINESS LICENSES. (a) *General licensing period and expiration dates.* The license period for business licenses is 2 years. The department may issue business licenses that start and expire on the following dates:

Day When License Is Issued:	Day When License Expires:	
February 1.....	January 31	All expiration dates are in the second year after the date when the license was issued.
April 1.....	March 31	
June 1.....	May 31	
August 1.....	July 31	
October 1.....	September 30	
December 1.....	November 30	

(b) *Initial business licenses.* The department may issue initial business licenses that go into effect on dates other than the first

day of an even-numbered month. Such licenses shall expire before the end of 2 years, and their expiration dates shall be assigned as follows:

Month License Is Issued:	Day License Expires:
December or January	Last November 30 before the end of 2 years
February or March	Last January 31 before the end of 2 years
April or May	Last March 31 before the end of 2 years
June or July	Last May 31 before the end of 2 years
August or September	Last July 31 before the end of 2 years
October or November	Last September 30 before the end of 2 years

Note: A motor vehicle dealer whose license is first issued on October 8, 1992 would receive a license valid through September 30, 1994.

(2) INDIVIDUAL LICENSES. (a) *Licensing period.* The department may issue a salesperson license, representative license, or buyer identification card that remains valid until any one of the following conditions occur:

1. The business license held by the person's current employer expires;
2. The person ceases his or her employment with the dealer or other licensed business;
3. The person's employer goes out of business; or
4. The department suspends or revokes the person's license.

(b) *Reissued licenses.* A person whose salesperson or representative license is invalidated by ceasing the person's employment with a licensed dealer or other licensed business may, when hired by a different employer, apply to the department for a reissue of the salesperson or representative license. The department shall reissue the license without charge if both of the following conditions are true:

1. The department receives the application for a reissue before the previous employer's business license expires; and
2. The person's current employer holds the same type of business license as the person's previous employer when the person ended his or her employment.

Note: 1992, and the dealer's license in effect on that date was set to expire on November 30, 1992, the person may not apply for a reissue on or after December 1, 1992. After November 30, the person must apply for an initial salesperson license. Also, a person may not apply for a reissue of the person's previous salesperson license for employment by a motor vehicle dealer if that license was held while working for a mobile home dealer, since the two employers hold licenses of different types.

(3) REGISTRATION PLATES. The department may register and issue plates to business licensees for periods concurrent with the license periods described in this section.

History: Cr. Register, January, 1991, No. 421, eff. 2-1-91; CR 22-048: am. (2) (intro.) Register July 2023 No. 811, eff. 8-1-23.

Trans 144.04 License and registration plate fees.

(1) The department shall collect the fees described in the following table from applicants before issuing their licenses or registration plates.

Type of License:	Type of Fee:	Amount:
Motor vehicle or moped dealer	License.....	\$.....40
	Registration (includes 2 plates).....	\$.....150
	Additional plate.....	\$.....10
	Replacement plate.....	\$.....4
	Branch license.....	\$.....40
Recreational vehicle dealer	Sublot license.....	\$.....2
	License.....	\$.....100
	Registration (includes 2 plates).....	\$.....150
Motor vehicle manufacturer, distributor, or wholesaler	Additional plate.....	\$.....10
	Replacement plate.....	\$.....4
	Branch license.....	\$.....100
	License.....	\$.....40
	Registration (includes 2 plates).....	\$.....150

Motor vehicle auction dealer License.....	\$.....100
Motor vehicle salvage dealer License.....	\$.....150
Salesperson or representative License.....	\$.....8
Buyer identification card License.....	\$.....12

Note: The amounts listed in the table are based on the statutory formula—described in s. 218.0114 (14), Stats., and elsewhere—which is the number of years in a licensing period multiplied by the current annual fees.

(2) When the department issues a salesperson license, buyer identification card, or representative license for less than the employer’s business license period, it may reduce the license fee by \$4 for each full year reduction in the salesperson or representative license period; or by \$6 for each full year reduction in the buyer identification card license period.

History: Cr. Register, January, 1991, No. 421, eff. 2-1-91; 2013 Wis. Act 363: am. (1) Register May 2014 No. 701, eff. 6-1-14.