

NOTICE OF PROPOSED GUIDANCE DOCUMENT

Off-Premises Sales

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment Off-Premises Sales s. 218, a proposed guidance document.

PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION

Comments may be submitted to the Wisconsin Department of Transportation for 21 days by:

1. Department's website: <https://wisconsin.gov/Pages/dmv/dlr-agents/busns-licnse/off-premisesales.aspx>

2. Mailing written comments to:
Division of Motor Vehicles
Wisconsin Department of Transportation
4822 Madison Yards Way
PO Box 7336
Madison, WI 53707-7336

WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT

The final version of this guidance document will be posted at wisconsin.gov to allow for ongoing comment.

AGENCY CONTACT

DOTDMVGuidanceDocs@DOT.WI.GOV



State of Wisconsin Department of Transportation

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Off-premise sales

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Dealers may participate in up to six off-premise sales per year. Off-premise sales are sales held away from the dealership's licensed location. The following rules apply to off-premise sales:

- You must notify the Wisconsin Department of Transportation (WisDOT) Dealer & Agent Section in writing at least 10 days before the start of the sale.
- A sale may not be longer than 10 days or it counts as more than one sale. (For example, if you want to have a sale that is 15 days long, you would use up two of your six allowed sales for the year.)
- You must give purchasers written notice of their three-day right to cancel a purchase or lease. (s. 423.203 Wis. Stats.) For a copy of the required notice, see [federal notice](#) on the Wisconsin Department of Financial Institutions website.
- You may not hold an off-premise sale on a Sunday. You may only display vehicles on Sunday. In order for the event to be considered a display not a sale, no salespeople may be present. Greeters, security people, and the owner may be present at the display.

To notify WisDOT of an upcoming off-premise sale, send a letter, fax or email at least 10 days before the sale to the Dealer & Agent contact information listed below.

Dealer & Agent Section
c/o Dealer Licensing Unit
4822 Madison Yards Way
3rd Floor South
P.O. Box 7909
Madison 53707-7909

Fax: (608) 267-0323

For more information:

- [Field investigation offices](#)
- [Staff listing](#)

If you have questions:

Email [Wisconsin DMV email service](#)

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