#### NOTICE OF PROPOSED GUIDANCE DOCUMENT

Dealer Registration Plates

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment Dealer Registration Plates 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:

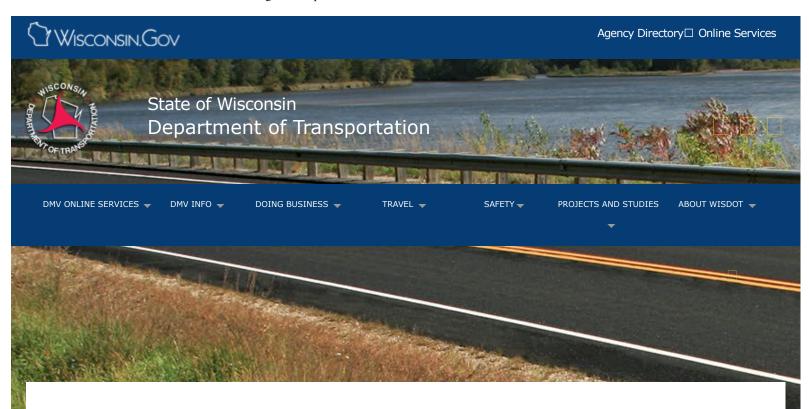
- 1. Department's website: <a href="https://wisconsindot.gov/Pages/dmv/dlr-agents/busns-lcnse/dealerregistrplates.aspx">https://wisconsindot.gov/Pages/dmv/dlr-agents/busns-lcnse/dealerregistrplates.aspx</a>
- Mailing written comments to:
   Division of Motor Vehicles
   Wisconsin Department of Transportation
   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 <u>wisconsindot.gov</u> to allow for ongoing comment.

## **AGENCY CONTACT**

DOTDMVGuidanceDocs@DOT.WI.GOV



# Dealer registration plates

Retail dealer license

Renew a current dealer license

Change a current retail dealer license

Off-premise sales

Dealer registration plates

**Business licenses** 

Licensed dealers are issued dealer registration plates for use on vehicles the dealership owns and offers for sale.

## Licensed dealers should follow these requirements:

• Use the plate on vehicles owned and actually offered for sale by the dealership. The plate may be used on these vehicles whether they're driven for business or personal purposes.



Dealer license plate

- Display a Wisconsin Buyers Guide or Monroney label on any vehicle displaying a dealer plate as proof that the vehicle is owned and offered for sale by the dealership. (A label need not be displayed while driving a vehicle to or from a wholesale transaction.)
- Dealer plates may be used on loaner vehicles if the vehicles are offered for sale and display a Wisconsin Buyers Guide or Monroney label.
- Make sure vehicles used by employees are available for display at the dealership during business hours.
- Don't use dealer plates on rental vehicles (they aren't offered for sale while being used for

rent.)

- Don't use dealer plates on service vehicles and tow trucks.
- If you allow your spouse or children residing in your household to use dealer plates, do be certain the vehicle is actually labeled and offered for sale and available for display at the dealership during business hours. While this type of use is technically permitted, it has caused adverse public reaction.
- Improper use of dealer plates may result in a ticket.

## Ordering additional plates

The fee for each additional dealer plate is \$10.

To order additional plates, send a written request to the Wisconsin Department of Transportation (WisDOT) Dealer & Agent Section at the address below. Your request should include the:

- Dealership name, address, and telephone number
- Dealer license number
- Quantity of additional plates requested
- Total fees payable to Registration Fee Trust

Allow 4-6 weeks for your plates to arrive.

## How to report lost or stolen plates

Contact the WisDOT Dealer & Agent Section by mail, fax or email at the address below to report a lost or stolen plate. You'll need to know the number of the plate that is missing. Before you report your missing plate, it's a good idea to wait about a week to see if it turns up. If you find a plate after you've reported it missing, destroy it. It will already have been reported missing to law enforcement officials statewide, and you could be ticketed for using it.

## Replacing a missing plate

If you wish to replace a lost or stolen plate, send the WisDOT Dealer & Agent Section a written request at the mailing address below. Include the following information in your request:

- Dealership name, address, and telephone number
- Dealer license number
- Plate numbers of lost or stolen plates being replaced
- · Quantity of replacement plates requested
- Fee of \$4 per replacement plate, payable to Registration Fee Trust

Allow 4-6 weeks for your replacement plates to arrive.

#### For more information:

- Dealer license plates
- Staff listing
- Field investigation offices

If you have questions:

**Email** Wisconsin DMV email service

Contact Information

Forms/Notices

Contact Us

Support

Translate website□ Traducir el sitio de web□ 翻譯網站

Website übersetzen□ ترجمة الموقع

Txhais website□ 웹 사이트 번역

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WisDOT Employees

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