

NOTICE OF PROPOSED GUIDANCE DOCUMENT

Whitetails Unlimited License Plates

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on Whitetails Unlimited License Plates, ch. 341, 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://appengine.egov.com/apps/wi/dot/guidance-docs?guidDocId=DMV516>

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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Whitetails Unlimited license plates

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Available now!

The Whitetails Unlimited plate fees include an issuance fee of \$15, plus an annual \$25 tax-deductible contribution, in addition to the regular registration fee. This contribution goes to [Whitetails Unlimited](#).

Vehicles that qualify

- automobiles
- motor homes (annual registration only)
- motor trucks
- 4,500, 6,000 or 8,000 pounds gross weight including dual purpose farm and dual purpose motor home
- 12,000 pounds gross weight farm truck

When you request Whitetails Unlimited license plates, you pay:

- \$25 annual donation The donation may be deductible if you itemize your income tax returns.
- \$15 issuance fee or an annual \$15 personalized plate fee, if requested.
- The regular registration fee for your vehicle if your current plates expire within three months or you have no plates.
- At each plate renewal, you will pay the \$25 donation and the regular registration fee for non-personalized Whitetails Unlimited plates.

For more information, visit [personalized and special plates FAQs](#).

How to apply

Local [DMV customer service centers](#) do not have Whitetails Unlimited license plates for immediate issue, but can process applications and the plates will be mailed. Temporary plates will be issued, if needed.

To apply for Whitetails Unlimited license plates by mail, please send the following items:

1. If the vehicle you wish to register with Whitetails Unlimited license plates is already titled in your name, send:
 - A copy of your Certificate of Registration or show the complete vehicle description on the [MV2978](#) Whitetails Unlimited License Plates Information and Application
 - \$25 Whitetails Unlimited donation
 - \$15 issuance fee or \$15 personalized plate fee
 - The annual registration fee if the current plates expire within the next three months or you have no plates
2. If the vehicle is **not** titled in your name, send:
 - A completed Wisconsin Title & License Plates Application [MV1](#), or MV11 for dealer sales, including all fees
 - A completed [MV2978](#) Whitetails Unlimited License Plates Information and Application
 - The Certificate of Title assigned to you by the seller
 - \$25 Whitetails Unlimited donation
 - \$15 issuance fee or \$15 personalized plate fee
 - The annual registration fee if you do not have plates or your current plates expire within the next three months
3. Make the check or money order payable to: **Registration Fee Trust.**
4. Mail with payment to:
Wisconsin Department of Transportation
Special Plates Unit
P.O. Box 7911
Madison WI 53707-7911

Personalized license plates

Personalizing your Whitetails Unlimited license plates is optional. A \$15 personalized plate fee is required each year in addition to the \$25 donation and regular annual registration fee. On the [MV2978 Whitetails Unlimited License Plates Information and Application](#), check which option you would like us to follow if your request is not available. Please allow an additional 4-6 weeks for delivery.

Visit [Personalized plate search](#) to find out if your choice for a personalized license plate is available. WisDOT may refuse to issue, or may recall after issuance, a request that may be offensive to good taste or decency, misleading or conflicts with any other license plate. For more information, visit [personalized and special plates FAQs](#).

Questions?

Email [Wisconsin DMV email service](#)

Phone (608) 266-3041

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