



State of Wisconsin  
2025 - 2026 LEGISLATURE

LRB-1015/P1  
ZDW:cdc

DOA:.....Aslesen, BB0112 - Special plates

**FOR 2025-2027 BUDGET -- NOT READY FOR INTRODUCTION**

**AN ACT ...; relating to:** the budget.

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*Analysis by the Legislative Reference Bureau*

**TRANSPORTATION**

**DRIVERS AND MOTOR VEHICLES**

***Authorizing special group plates***

Under current law, members of certain designated special groups may obtain from DOT special registration plates for certain vehicles that are owned or leased by special group members. A fee, in addition to the regular registration fee for the particular kind of vehicle, is charged for the issuance or reissuance of most special plates.

This bill establishes two special groups: persons wishing to have “blackout” registration plates and persons wishing to have “retro” registration plates. The bill requires that plates issued to members of the “blackout” special group have a black background and white lettering displaying the word “Wisconsin” and the registration number assigned to the vehicle. The bill requires that plates issued to members of the “retro” special group have a yellow background and black lettering displaying the words “America’s Dairyland” and “Wisconsin” and the registration number assigned to the vehicle.

The bill provides that, in addition to the required fees, special group members are required to make a voluntary payment of \$25 to be issued the special plates. Under the bill, DOT retains \$23,700, or the actual initial costs of production, whichever is less, from the voluntary payment moneys for the initial costs of production of the special plates. The remainder of the voluntary payment amounts are deposited in the transportation fund.

For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

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***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

**SECTION 1.** 341.14 (6r) (b) 23. of the statutes is created to read:

**BILL****SECTION 1**

341.14 (6r) (b) 23. In addition to the fee under subd. 2., a voluntary payment of \$25 shall be collected in connection with the issuance or renewal of a plate issued on an annual basis for the special group specified under par. (f) 70. In addition to the fee under subd. 2., a voluntary payment of \$50 shall be collected in connection with the issuance or renewal of a plate issued on a biennial basis for the special group specified under par. (f) 70. if the plate is issued or renewed during the first year of the biennial registration period or \$25 for the issuance or renewal if the plate is issued or renewed during the 2nd year of the biennial registration period. No plate may be issued for the special group specified under par. (f) 70. unless the voluntary payment under this subdivision is collected. All moneys received under this subdivision, in excess of \$23,700 or the actual initial costs of production for the special group plates under par. (f) 70., whichever is less, shall be deposited in the transportation fund.

**SECTION 2.** 341.14 (6r) (b) 24. of the statutes is created to read:

341.14 (6r) (b) 24. In addition to the fee under subd. 2., a voluntary payment of \$25 shall be collected in connection with the issuance or renewal of a plate issued on an annual basis for the special group specified under par. (f) 71. In addition to the fee under subd. 2., a voluntary payment of \$50 shall be collected in connection with the issuance or renewal of a plate issued on a biennial basis for the special group specified under par. (f) 71. if the plate is issued or renewed during the first year of the biennial registration period or \$25 for the issuance or renewal if the plate is issued or renewed during the 2nd year of the biennial registration period. No plate may be issued for the special group specified under par. (f) 71. unless the

**BILL****SECTION 2**

voluntary payment under this subdivision is collected. All moneys received under this subdivision, in excess of \$23,700 or the actual initial costs of production for the special group plates under par. (f) 71., whichever is less, shall be deposited in the transportation fund.

**SECTION 3.** 341.14 (6r) (cb) of the statutes is created to read:

341.14 **(6r)** (cb) Notwithstanding par. (c), special group plates issued under par. (f) 70. shall have a black background and white lettering displaying the word “Wisconsin” and identifying letters or numbers or both, not exceeding 7 positions and not less than one position.

**SECTION 4.** 341.14 (6r) (cr) of the statutes is created to read:

341.14 **(6r)** (cr) Notwithstanding par. (c), special group plates issued under par. (f) 71. shall have a yellow background and black lettering displaying the words “America’s Dairyland” and “Wisconsin” and identifying letters or numbers or both, not exceeding 7 positions and not less than one position.

**SECTION 5.** 341.14 (6r) (e) of the statutes is amended to read:

341.14 **(6r)** (e) The department shall specify one combination of colors for special group plates for groups or organizations which are not military in nature and not special group plates under par. (f) 35. to 47., 50., ~~and~~ 59., 70., and 71., for each professional football team under par. (f) 55., for each professional baseball team under par. (f) 60., and for each professional basketball team under par. (f) 65. The department shall specify one combination of colors for special group plates under par. (f) 35. to 47. Subject to par. (c), the department shall specify the word or words comprising the special group name and the symbol to be displayed upon

**BILL****SECTION 5**

special group plates for a group or organization which is not military in nature after consultation with the chief executive officer in this state of the group or organization. The department shall require that the word or words and symbol for a university specified under par. (f) 35. to 47. be a registration decal or tag and affixed to the special group plate and be of the colors for a university specified under par. (f) 35. to 47. that the president of the University of Wisconsin System specifies. The department shall consult the chief trademark officer of Harley-Davidson Michigan, LLC before specifying the colors for the special group plate under par. (f) 61r.

**SECTION 6.** 341.14 (6r) (f) 70. of the statutes is created to read:

341.14 (6r) (f) 70. Persons interested in obtaining blackout registration plates.

**SECTION 7.** 341.14 (6r) (f) 71. of the statutes is created to read:

341.14 (6r) (f) 71. Persons interested in obtaining retro registration plates.

**SECTION 8.** 341.14 (6r) (fm) 7. of the statutes is amended to read:

341.14 (6r) (fm) 7. After October 1, 1998, additional authorized special groups may only be special groups designated by the department under this paragraph. The authorized special groups enumerated in par. (f) shall be limited solely to those special groups specified under par. (f) on October 1, 1998. This subdivision does not apply to the special groups specified under par. (f) 3m., 6m., 9g., 9m., 12g., 12m., 15m., 15n., 15o., 15p., 15q., 19m., 33m., 48m., 49d., 49h., 49s., 54., 55., 55m., 56.,

**BILL**

**SECTION 8**

57., 58., 59., 60., 61., 61m., 61r., 62., 63., 64., 65., 65m., 66., 67., 68., and 69., 70., and  
71.

(END)