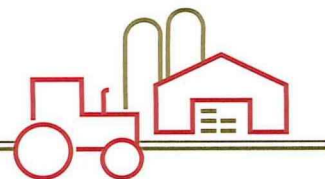




ELIJAH BEHNKE

STATE REPRESENTATIVE • 6th ASSEMBLY DISTRICT



Testimony on Assembly Bill 346 Assembly Committee on Transportation August 5, 2025

Chair VanderMeer and members of the committee, thank you for the opportunity to speak in favor of this common-sense expansion of Wisconsin's fleet registration program.

When we launched fleet plates back in December 2022, we honestly weren't sure how businesses would respond. Would they see the value? Would the online system work smoothly? The numbers tell the story. Over 27,000 fleet plates issued in just over two years.

Right now, if you run a car rental company with 50 vehicles, you can manage everything through one streamlined system. If you operate a moving company with the same number of box trucks? You're stuck with the old way. Individual renewals, separate stickers, paperwork scattered across however many locations you operate. That doesn't make much sense.

This bill fixes that gap. We're talking about expanding to trucks up to 54,000 pounds and trailers up to 80,000 pounds. Whether you're running delivery trucks, rental equipment, or construction vehicles, you get access to the same efficient registration system that lighter fleet vehicles already use.

What makes this work is how simple it is. The fee structure stays exactly the same. Your regular registration fee plus \$8.50 upfront per vehicle. Fleet managers get the familiar online dashboard where they can see everything at once, sort by renewal dates, and handle payments in bulk. No new bureaucracy, no complicated rollout. We're just extending what's already working.

Think about the rental companies operating statewide. Right now they might have box trucks registered in Milwaukee, Madison, Green Bay, each requiring separate attention. With fleet registration, that becomes one login, one dashboard, one streamlined process. The time savings alone make this worthwhile. There's also the reduced chance for missed renewals or administrative errors.

Picture trying to get a physical sticker to a rental truck that's currently somewhere in Ohio. Or coordinating renewal stickers for a fleet of construction vehicles scattered across job sites from Superior to Kenosha. Under the current system, fleet managers spend countless hours tracking down vehicles, mailing stickers to remote locations, or paying drivers to make special trips just to apply a small piece of adhesive. Fleet registration eliminates this logistical nightmare entirely.

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About 122,000 current registrations would qualify under these new categories. There are a significant number of Wisconsin businesses that could benefit from reduced administrative headaches while the state maintains its transportation revenue.

The bill includes a practical improvement worth mentioning. Removing the requirement to emboss "Fleet" on the plates themselves gives DOT more flexibility in plate design and production. Sometimes the best government improvements are the ones that remove unnecessary requirements rather than add them.

This isn't about creating something new and untested. We're expanding something that's already proven successful. The infrastructure exists, the businesses want it, and the benefits are clear.

I urge you to support this legislation and help Wisconsin businesses operate more efficiently while maintaining the reliable transportation funding our state depends on.

Thank you again for holding this hearing on Assembly Bill 346 and allowing me to testify in favor of it. I am happy to answer any questions you may have.



ROB HUTTON

STATE SENATOR | 5th DISTRICT

Wisconsin State Capitol | P.O. Box 7882 · Madison, WI 53707-7882 | (608) 266-2512 | Sen.Hutton@legis.wisconsin.gov

Testimony in Support of Assembly Bill 346

Assembly Committee on Transportation

August 5, 2025

Chair VanderMeer and committee members, thank you for the opportunity to testify in support of Assembly Bill 346, a bill that continues our bipartisan work to modernize and streamline fleet vehicle registration in Wisconsin.

This legislation builds on the progress made under 2021 Act 178, which offered businesses with large fleets of automobiles and light trucks the ability to simplify their registration process. We now see those fleet plates every day on the road.

AB 346, written in cooperation with the Department of Transportation, expands that successful reform to other classes of vehicles, including medium- and heavy-duty trucks, tractors, and trailers that meet reasonable size and weight parameters.

Under current law, fleet owners of these vehicles must affix annual stickers to the license plates of each vehicle, which presents a significant logistical burden, particularly for rental companies and businesses whose vehicles are dispersed across the state or even nationwide. Our reform offers a simple, efficient alternative.

AB 346 allows companies with fleets of 10 or more eligible trucks, tractors and trailers to opt into the streamlined fleet registration that is available to smaller vehicles. These companies will pay the same annual registration fees as everyone else, along with a one-time \$8.50 issuance fee per vehicle. Importantly, DOT will no longer require annual decals for these fleet plates. Instead, the bill allows DOT to assign a uniform registration expiration date for an entire fleet.

This proposal is consistent with what other Midwestern states including Illinois, Indiana, Ohio, Missouri, and Kansas already offer. As a result, AB 346 will help keep Wisconsin businesses competitive with other states in the region.

Like the prior fleet plate bill, AB 346 will save businesses time and money while allowing DOT to do its work more efficiently. It's a win for the private sector, government efficiency and ultimately taxpayers.

I respectfully ask for your support of Assembly Bill 346.



TO: Members, Assembly Committee on Transportation

FROM: Jean Max St Vil, Controller
Enterprise Holdings

DATE: August 5, 2025

RE: Support for Assembly Bill 346 – Fleet Plates

Enterprise Holdings is Wisconsin's largest transportation solutions provider with 88 locations statewide and 15,000 registered vehicles through the Enterprise Rent A Car, Enterprise Rent A Truck, Alamo and National Car Rental brands.

Assembly Bill 346 builds on the success of 2021 Wisconsin Act 178, which allowed Enterprise Holdings to utilize fleet plates for our rental car business. Enterprise Truck Rental operates a fleet of over 750 registered trucks. Approximately 90% of this business serves commercial clients through longer-term, month-to-month rentals.

As a company managing a large and dynamic fleet, we encounter significant logistical challenges when it comes to vehicle registration renewals. The current system, which requires us to apply renewal stickers to each vehicle individually, is not only time-consuming but also logistically complex, given the constant movement of our vehicles across the state and even country.

Streamlining this process for our rental truck business would reduce administrative overhead and improve the efficiency of our operations, ultimately benefiting both our team and the customers we serve.

We appreciate the support of Rep. Elijah Behnke and Sen. Rob Hutton and respectfully urge you to support Assembly Bill 346.



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Office of the Secretary
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**Testimony of Wisconsin Department of Transportation
Before the Assembly Committee on Transportation
August 5, 2025**

Re: Assembly Bill 346, relating to fleet registration of certain motor vehicles

Thank you, Chairman VanderMeer, and members of the committee for the opportunity to provide testimony on Assembly Bill 346, relating to fleet registration of certain motor vehicles.

Under current law, an owner of a fleet of 10 or more automobiles or motor trucks with a gross weight of not more than 8,000 pounds may register the vehicles as a fleet. This bill expands the existing fleet registration option to include heavy trucks and heavy trailers, with some exceptions.

This bill would provide significant benefit to both the department and its approximately 122,000 qualifying customers, by providing them with access to a service that has been available to automobile fleets for some time. By extending the fleet plate option to these qualifying heavy vehicle customers, fleet managers would be permitted to track and renew the registration for their qualifying vehicles and trailers online via the eMV Fleet system. This would eliminate the need for DMV to manually process annual vehicle renewals for each of these vehicles and trailers that are currently received via mail or in-person at customer service centers, allowing for faster service, improved workflows, and would allow DMV staff to focus their efforts on more complex transactions.

Fleet plates do not require the display of annual registration stickers. Increasing the number of vehicles that qualify for these plates will reduce the department's costs related to the purchase and delivery of these stickers, but also resolves a significant challenge for the individuals who own or manage those vehicles. Currently, when the registration for these vehicles is renewed, the stickers often do not arrive in the mail at the same time as the corresponding vehicle is physically at the mailing location, resulting in the need for the fleet manager to locate and distribute stickers to their vehicles. By using the eMV Fleet system, the certificate of registration is delivered electronically to the fleet manager who can send it to whatever location it is needed, and annual registration stickers are no longer required.

Lastly, by gaining access to the eMV Fleet system, fleet managers will also be able to apply directly for replacement plates when needed. This brings the same type of administrative cost savings for the department as with the stickers and improves the service times for the customer as they do not need to mail in the application or physically go to a DMV service center.

The department is seeking an amendment to this bill, which would require a weight sticker be placed on the front license plate of the fleet vehicles that would be registered under this bill. As written, there would only be a sticker required on the back license plate.

Not having a weight sticker on the front plate would make it difficult to enforce registration violations for under-registered vehicles. Having the weight information on the front plate is especially important in cases where only a single truck plate is issued, which is typically required to be displayed on the front of the vehicle. Automated license plate readers as well as our troopers and other law enforcement, all look at the front plates of the vehicles they encounter. The information from the front license plate is needed to correlate the registered weight of the vehicle to vehicle and load itself, to determine whether the vehicle and load are properly registered.

Communications with the author are underway and we anticipate resolution on this item.

Thank you for your time and consideration. We are happy to answer any questions you may have.