



Plain Dealing

A policy and administrative bulletin for licensed dealers
from the WisDOT DMV Dealer and Agent Section



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Online buyer's license application now available



The department is excited to announce [individuals can now apply for a buyer's license online!](#)

The interactive online form is always available and will guide users through the application process, ensuring applications are submitted correctly the first time and minimizing delays in licensing. Once the application form is submitted, the sponsoring dealer will receive an email notification requesting approval. After the application is approved, the dealer will receive a second email with a link to pay the licensing fee using either an ACH account or credit card.

The department will process the license after the dealer has approved and paid for the application.

It is important that both applicant and dealer complete all portions of the application, including prompt payment, as the department will not receive the application until after these steps are completed. The payment link received by the dealer expires after 1 week.

If you have questions, please contact the Dealer Licensing Unit at (608) 266-1425 or email at dealerlicensingunit@dot.wi.gov.

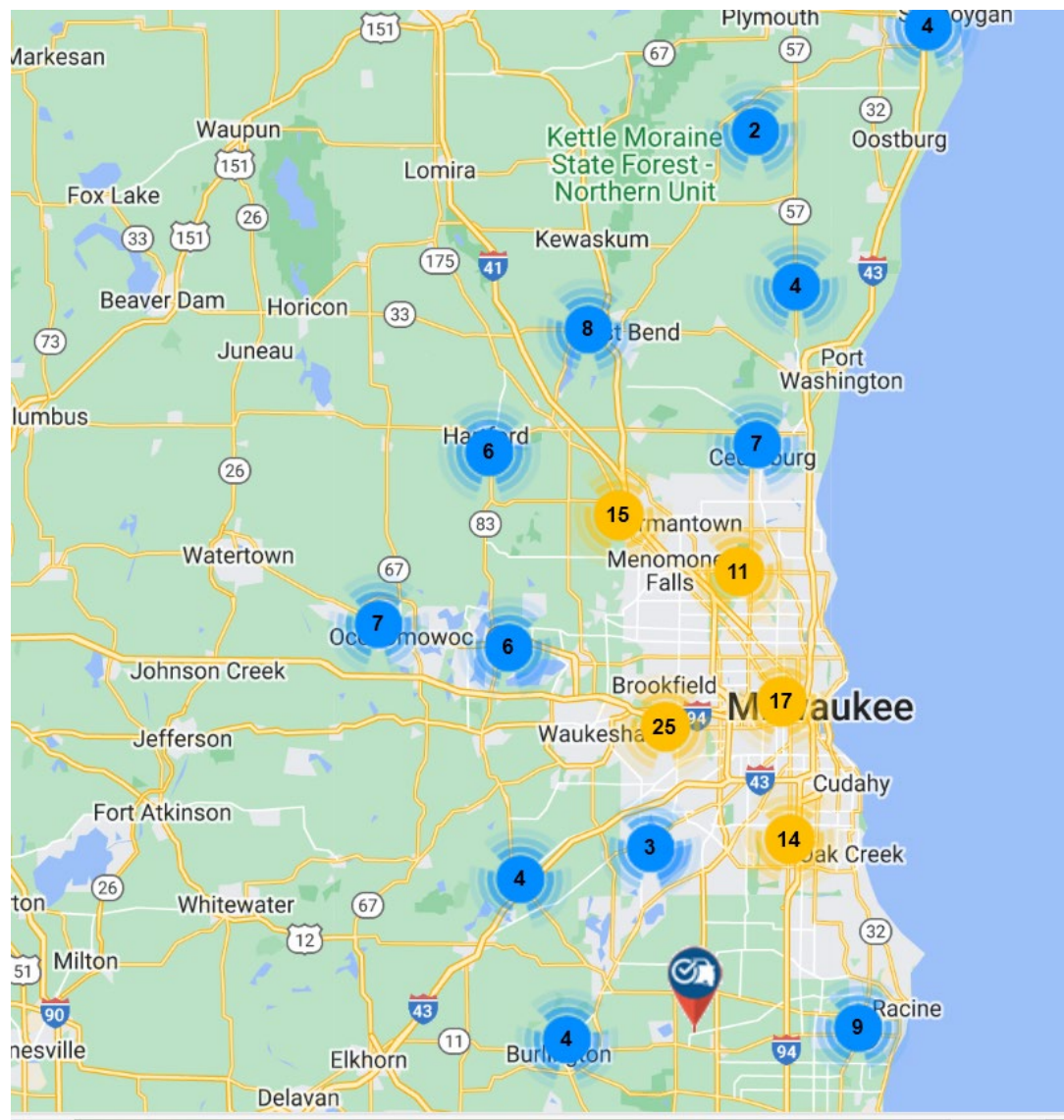
What's new with the Wisconsin Vehicle Inspection Program?



The Wisconsin Vehicle Inspection Program (WIVIP), the emission inspection services provider in southeastern Wisconsin, announces exciting improvements to the program including an updated website and two new centralized inspection facilities dedicated to emissions testing and renewal services.

The program's improved website, wisconsinvip.org, offers customers the ability to:

- Easily locate emissions inspection facilities with a new interactive map feature
- View and activate features from your mobile phone
- View inspection facility hours and contact information through the listing and map
- Understand steps to take after a failed emissions test
- Contact WIVIP for questions or concerns



The WIVIP website includes an interactive map where customers can find their local emissions testing facilities.

Two new WIVIP operated centralized emissions inspection facilities, operated by WIVIP, join those that are independently owned. These new sites are open Tuesdays through Saturdays, 10 a.m. to 6 p.m. The locations in high-demand areas are:

- WIVIP South Station
9300 S. 27th St.
Oak Creek, WI 53154
- WIVIP North Station
8718 W. Brown Deer Rd
Brown Deer, WI 53244

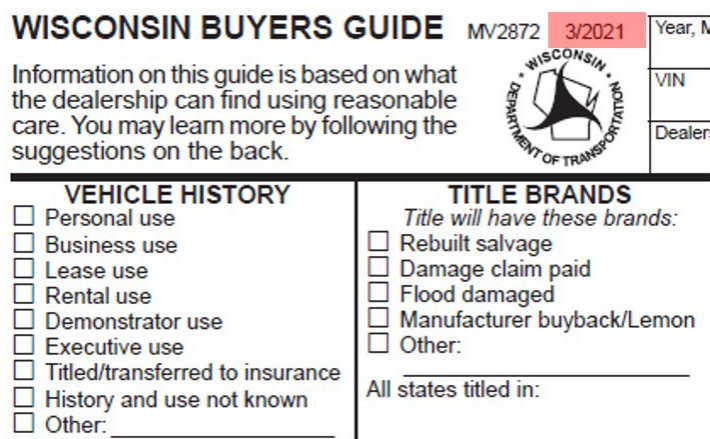
The seven southeastern Wisconsin counties where emissions inspections are required before vehicle registrations can be renewed are Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, and Waukesha. The WIVIP is administered by WisDOT and managed by contractor OPUS Inspections (OPUS), Inc.

Wisconsin Buyer's Guide reminders

Here are helpful reminders to keep your Wisconsin Buyers Guides accurate and looking their best!

Ensure form revision date is the latest

Please take a moment to check your stock of Wisconsin Buyers Guide forms to verify you are using the form with a revision date of 03/2021. The revision date will be listed near the upper left corner of the document alongside the form name and number (highlighted below).



Dealers must use this current version of the Wisconsin Buyers Guide that is approved by the department. The department occasionally revises the Buyers Guide to comply with changes in state or federal law. Dealers should discontinue use of older versions of the Buyers Guide, as they may no longer meet the legal requirements for motor vehicle disclosure.

Complete the material history disclosure

Dealers must disclose material history on the Wisconsin Buyers Guide. This includes information that:

- A reasonable person would find important
- The dealer knows or has reason to know the buyer would find important
- Affects the value of the vehicle
- The buyer specifically asks about

Material history should be included in the explanatory section of the Wisconsin Buyers Guide, the same area where you must explain all items marked "YES" or "NOT Legal".

Explain all items marked "YES" or "NOT Legal":

Include warranty disclosure

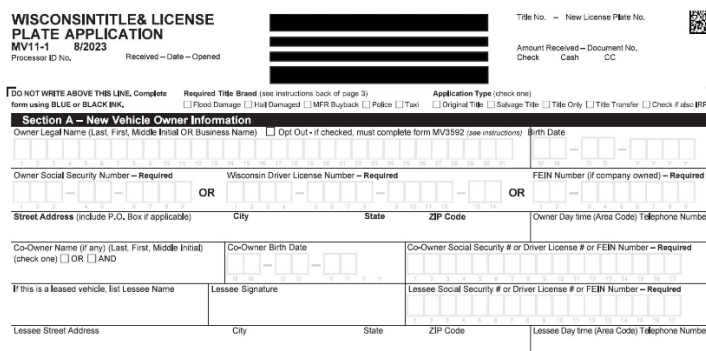
New motor vehicle dealers must disclose existing manufacturer warranties on used vehicles for which you are franchised. You do not need to check for existing warranties on used vehicles for which you are not franchised.

When do I need to use secured paper?

Forms used for odometer disclosure **must** be printed on secured paper. These include:

- MV11 Wisconsin Title and License Plate Application
- MV2690 Power of Attorney, Vehicle Odometer Disclosure
- MV2488 Vehicle Transfer and Odometer Mileage Statement

"Secured paper" means any type of paper that incorporates features to deter and/or detect counterfeiting or unauthorized reproduction.



The MV11 Wisconsin Title and License Plate Application is one of many documents to require printing to secured paper.

For more information about secure printing standards, please see [Appendix A to Part 580 – Secure Printing Processes and Other Secure Processes](#) of the Code of Federal Regulations.

Voluntary Dealer Training is April 16th



The Wisconsin Department of Transportation is offering voluntary dealer training to existing and prospective motor vehicle dealers and their representatives.

The program covers the rules and regulations for doing business as a motor vehicle dealer in the state of Wisconsin.

Topics include:

- How to reassign titles and complete odometer disclosures
- Everything you want to know about the Wisconsin Buyer's Guide
- The laws of advertising vehicles
- How to complete and review title and registration forms and the motor vehicle purchase contract
- The proper use of dealer plates
- Mandatory display law

This training program is voluntary and offered at no cost. Training is held virtually via Microsoft Teams (you will need access to a computer and the Internet). We strongly encourage newly licensed dealers and dealer applicants to consider training, but all licensed dealers are welcome. This optional training is not a substitute for an initial inspection.

The 4-hour training will be held on April 16, 2024. Training begins at 10 a.m. and includes a 30-minute break for lunch.

Register by contacting dotdmvbvsdealertraining@dot.wi.gov and provide the following information:

- Your name
- Name of your dealership
- Email address

Can't make training on April 16th? The department offers voluntary training once each quarter. Additional 2024 course dates are:

- Tuesday, July 16th
- Tuesday, October 8th

Questions? Contact dotdmvbvsdealertraining@dot.wi.gov.

Quarterly Report

The following numbers have been generated from the Dealer and Agent Section (DAS) Quarterly Report. This data is from the **third quarter** for the fiscal year beginning July 2023 (January through March 2024).

Field Investigation Unit (FIU)

The following statistics represent the Field Investigation Unit's compliance efforts, community outreach and enforcement actions.

Activity	Third Quarter
Complaints closed	235
Dealer inspections	249

APU/DLU

The Agent Partnership Unit (APU) answers phone calls from dealers, government agencies, financial institutions, gas stations, grocery stores and various other types of agents throughout the state. These agents electronically process either title and registration, or renewal registration applications on behalf of the DMV.

The Dealer Licensing Unit (DLU) issues and renews multiple business license types. Individual licenses are issued to individuals who are selling or purchasing vehicles on behalf of dealerships. DLU answers dealer licensing questions as well as provides information about consumer harm and how to file a dealer complaint to the general public.

Activity	Third Quarter
APU phone calls	7,806
DLU phone calls	3,999
Business licenses issued	714
Individual licenses issued	5,002

Lemon Law

DMV receives telephone and email inquiries from consumers, dealers, lawyers, manufacturers, and law makers. The inquiries range from questions about the specifics of the Lemon Law, to assisting all facets of pursuing a claim.

Activity	Third Quarter
Lemon Law inquiries	91

FIU Enforcement Actions

Connect with us on social media for breaking news



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