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Linking to Monroney label in advertising

The Department has new guidance regarding the use of Monroney labels in vehicle advertising.

Dealers are allowed to embed a link to the Monroney label in online advertising. When providing an embedded link, dealers should be aware of what is being provided in the link and consider whether the information accurately represents the vehicle’s current condition.

The Monroney label should not be used in a way that implies comparison to or substitution for the Wisconsin Buyer’s Guide which is required for all used motor vehicles.

Dealers are prohibited from directly comparing the used motor vehicle selling price to the original Manufacturer Suggested Retail Price (MSRP).



Online dealership impersonation continues

The Dealer and Agent Section continues to receive complaints of fraudulent websites created by scammers acting as licensed Wisconsin auto dealers. Customers from across the country are being tricked into wiring money for a sight-unseen purchase. We published a [news release](#) drawing attention to this in February 2025.

While the scammers have improved their tactics and their use of AI, we are also seeing customers be more vigilant before wiring funds. The Division of Motor Vehicles now receives inquiries on a weekly basis from prospective car buyers wanting to verify information regarding a dealership or documentation. We have also improved internal communication within DMV to be more responsive to these inquiries.

During the week prior to this *Plain Dealing* publication, DMV spoke to four out-of-state customers the same day they were about to wire funds for fraudulent vehicle purchases. Our staff verified the documentation was not legitimate, educated customers on the scam, and decisively prevented the loss of tens of thousands of dollars per customer.

Below is one of many AI-generated vehicles advertised at a "too good to be true" price:



The Dealer and Agent Section recommend dealers review their web presence regularly. If you have any concerns a website is impersonating a licensed Wisconsin dealer, please contact the [Dealer and Agent Section](#). For WisDOT's consumer tips please refer to our [news release](#).

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 2025 (January through March 2026).

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	530
Dealer inspections	293
Educational presentations	1

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	10,346
DLU phone calls	7,914
Business licenses issued	716
Individual licenses issued	5,194

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	60

FIU Enforcement Actions

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