

EMAIL US YOUR APPLICATION

FOLLOW THE STEPS TO SUBMIT NEW DEALER APPLICATION TO DOT

- Step 1: For specific type of dealer related license.
[Wisconsin DMV Official Government Site - Motor vehicle business licenses](#)
- Step 2: Fill out and signed all required forms.
(Review complete application checklist to avoid delay due to incomplete application and/or common errors)
- Step 3: Scan all required forms in one pdf document.
To scan multiple files into one PDF, you can either use a dedicated scanning app on your mobile device or combine scanned documents using software like Adobe Acrobat or online PDF merging tools. For a simple, direct approach, you can also use your printer's scanning capabilities to scan multiple pages and save them as a single PDF.
- Step 4: Email us your application, scanned PDF created in Step 3.
[To submit, click here.](#)
- Step 5: **Pay DFI.** Call DFI, 608-261-7578, with questions.
Mail a copy of the application form and DFI payment to DFI - Check Payable to DFI
Dept. of Financial Institutions
Licensed Financial Services Section
PO Box 7876
Madison, WI 53707-7876
- Step 6: DOT Review,
 - Complete application received – an ePayment link will be emailed to the business email address provided on your application.
 - Incomplete application received – letter listing missing forms/documents will be emailed to the business email address provided on your application. *(Review the checklist to avoid incomplete application and common errors)*
- Step 7: In-Person Site Inspection
DOT Field Investigation Unit will contact you to schedule for an inspection.
- Step 8: License issued. New dealer certificate mailed/emailed if a valid email is on file.

FOLLOW THE STEPS TO SUBMIT DEALER RENEWAL TO DOT

- Step 1: Scan your dealer renewal notice and all required documents in one pdf document.
To scan multiple files into one PDF, you can either use a dedicated scanning app on your mobile device or combine scanned documents using software like Adobe Acrobat or online PDF merging tools. For a simple, direct approach, you can also use your printer's scanning capabilities to scan multiple pages and save them as a single PDF.
- *If you didn't receive your renewal notice, send us a request, [Request Dealer Renewal Form](#)*
- Step 2: Email us your renewal request, scanned PDF created in Step 1.
[To submit, click here.](#)
- Step 3: **Pay DFI.** Call DFI, 608-261-7578, with questions.
Mail a copy of the renewal form and DFI payment to DFI - Check Payable to DF
Dept. of Financial Institutions
Licensed Financial Services Section
PO Box 7876
Madison, WI 53707-7876
- Step 4: DOT Review,
- Complete application received – an ePayment link will be emailed to the business email address provided on your application.
 - Incomplete application received – letter listing missing forms/documents will be emailed to the business email address provided on your application.
- Step 5: Renewal request processed. New dealer certificate mailed/emailed if a valid email is on file.

EMAIL TEMPLATES FOR NEW APP AND RENEWAL

NEW DEALER APPLICATION (new application email template populates)

From: Applicant email address
To: dealeronlineapps@dot.wi.gov
Re: NEW DEALER APPLICATION REQUEST

(Body of the email below)

Application Contact Name:
Application Contact Phone Number:
Application Contact Email Address:

Attached all required documents outlined in the application checklist.

(Below information applies to MV, MC, RV new dealer app only)

DFI fees must be paid to DFI before license can be issued.

Mail a copy of the application form (P.1 of MV2186 or MV2187) and DFI payment to DFI - Check Payable to DFI

*Dept. of Financial Institutions
Licensed Financial Services Section
PO Box 7876
Madison, WI 53707-7876*

DEALER RENEWAL (renewal email template populates)

From: Applicant email address
To: dealeronlineapps@dot.wi.gov
Re: DEALER RENEWAL REQUEST

(Body of the email below)

Application Contact Name:
Application Contact Phone Number:
Application Contact Email Address:

Attached all required documents, lease if applicable, financial document, individual license application for adding new associates.

(Below information applies to MV, MC, RV dealer renewal only)

DFI fees must be paid to DFI before license can be issued.

Mail a copy of the renewal form (P.1) and DFI payment to DFI - Check Payable to DFI

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Madison, WI 53707-7876*

WEBPAGE ANNOUNCEMENT

NEW New dealer application and dealer renewal application can now be emailed to DOT for processing, [Click Here](#) for more information