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Wisconsin Motor Vehicle (MV) Business Individual Credential updates



The Dealer Licensing Unit (DLU) recently made changes to the Wisconsin Buyer’s License and Wisconsin Salesperson/Representative Licenses after review of state statutes and to make forms more accessible. As a result, these forms have been updated and are available on our public website: [Wisconsin DMV Official Government Site - Motor vehicle business licenses.](#)

Highlights of these changes include:

- WisDOT is no longer requiring the identifiers of **Sex, Eyes, Hair, Weight, and Height** for Wisconsin Buyer’s License and Wisconsin Salesperson/Representative License.
- There are no changes to the Wisconsin Salvage Buyer Identification (BID) Card as state law continues to require WisDOT to collect these identifiers.
- Credentials that were issued prior to this change are still valid and will still have identifiers present but **should** be accepted as a valid credential.

See examples below:

Activity	Fourth Quarter
APU phone calls	8,553
DLU phone calls	4,794
Business licenses issued	813
Individual licenses issued	5,214

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	Fourth Quarter
Lemon Law inquiries	54

FIU Enforcement Actions

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