



October 2025, v. 36, no 4.

Article Index

- [DMV fee increases](#)
- [Dealer selling price best practices](#)
- [Voluntary dealer training October 14th](#)
- [October is Cybersecurity Awareness Month](#)
- [Quarterly report](#)
- [FIU enforcement actions](#)

DMV fee increases

On July 3, 2025, Wisconsin passed [Act 15](#) adopting its biennial budget for 2025-2027, which includes changes to the title fee and several registration fees.

The following fees have been increased and have an effective date of October 1, 2025:

- Title Fees
 - Increases the title transfer fee to \$214.5
- Registration Fees
 - Increases annual registration fees by 10% for truck plates with a weight class of 8,000 lbs or more
 - Increase will apply to 8,000 lbs Light Truck (LTK) and all 10,000-80,000 lbs Heavy Truck (HTK) license plates
 - Will be applicable at new plate issuance and renewal
 - Increases replacement plate fee to \$6 per plate
 - Note: Replacement plate fees are applied to each license plate issued. If DMV issues 2 plates for a vehicle, the replacement plate fee would be applicable for both plates
 - Increase does not affect personalized plate replacement



The following new fee has been approved. The effective date is still being determined and will not be included with fee updates for October. Notification will be posted when an effective date has been determined:

- Registration Fees
 - \$6 plate issuance fee
 - Fee will apply for all new plate issuance
 - Fee is per plate - vehicles that require two plates will have an issuance fee of \$12

Additional information on legislation affecting DMV can be found on our public website:

[Wisconsin Department of Transportation Legislation Affecting DMV](#)

A full list of updated DMV fees can be found here:

[Wisconsin Department of Transportation DMV fees](#)

Dealer selling price best practices



What’s in a price?

Wisconsin law requires the advertised selling price of a motor vehicle include all charges a consumer will pay to acquire ownership of a vehicle.

There are four items that do not need to be included in the advertised price: 1) sales tax; 2) title fees; 3) registration fees; and 4) the optional service fee.

Additional Charges

The purchase of a motor vehicle can include charges a dealer cannot anticipate. However, there are some additional charges a dealer can reasonably expect a consumer to pay for, and these charges must be included in the advertised price if they do not fit in to one of the exempted fee types above.

Additional charges that must be included in the advertised price include:

1. A product, service, or package applied to the vehicle prior to offering the vehicle for sale, and the cost of the product, service, or package is paid by the consumer at the time of sale;

OR

2. A product, service, or package that a customer has not expressly requested or agreed to have applied to the vehicle, and the cost of this product, service, or package is paid by the consumer at the time of sale.

OR

3. Any destination charges, preparation fees, reconditioning fees, set-up fees, or similar costs that do not qualify under the service fee and are paid by the consumer at the time of sale.

In short, if a charge is required or mandatory to the purchase of a motor vehicle, it must be included in the advertised price.

Optional products, services, or packages must be clearly disclosed as optional and not required for the purchase of a motor vehicle in any advertising or representations made regarding the product, service, or package.

Disclosure of Additional Charges

New vehicles must display a dealer supplemental price label disclosing additions made to the vehicle that are not contained on the Monroney label. The label should itemize each add-on, the price of each add-on, and the final total price of the vehicle including the cost of add-ons.

Used vehicles require the selling price to be listed on the Wisconsin Buyer’s Guide. The selling price must include all charges paid by the consumer at the point of sale.

Documenting applied products or services

If a consumer is charged for a product or service that requires direct application to the vehicle (such as ceramic coatings, stain protection, or VIN etching) a dealer should be able to provide documentation verifying application of that product or service.

Service Fees

A service fee may be assessed to a purchaser or lessee for completing any sales-related or lease-related vehicle inspection or forms required by law, provided the dealer makes full disclosure of the service fee to the customer. This includes disclosure on the motor vehicle purchase contract.

At the request of a consumer, a dealer must be able to provide them a written disclosure of the services included in the service fee. In addition, the department reserves the right to audit fees to determine if that are reasonable.

If a dealer charges a service fee, but the service fee is not included in the advertised price, the ad must include a disclosure that states the price does not include the service fee. (The disclosure does not need to include the amount of the service fee.)

Related Statutes and Administrative Codes

[Wisconsin Administrative Code ch. Trans 139.03](#)

[Wisconsin Administrative Code ch. Trans 139.04](#)

[Wisconsin Administrative Code ch. Trans 139.05](#)

[Wisconsin Statute §218.0116\(1\)\(j\)](#)

Voluntary dealer training October 14th



The Wisconsin Department of Transportation is offering voluntary dealer training to existing and prospective motor vehicle dealers and their representatives on at 10:00am on Tuesday, October 14th.

The program covers the rules and regulations of 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

The 4-hour 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.

Interesting? [Register for training online](#) or contact dotdmvbvsdealertraining@dot.wi.gov for more information.

October is Cybersecurity Awareness Month



October is Cybersecurity Awareness Month. As a service to your consumers, remind them to be wary of unexpected emails or texts demanding money or personal information, and unauthorized sites selling DMV products. Check out wisconsindmv.gov/scams for safety tips and examples of scams currently circulating in Wisconsin.

DMV offers [eNotify](#) for account activity alerts, similar to bank account alerts. Any action taken on the account of an enrolled customer, like changing an address or ordering a replacement card or title, will trigger a notification sent to the customer. eNotify also sends helpful reminders when it's time to renew but never demands payment or release of personal information.

Quarterly Report

The following numbers have been generated from the Dealer and Agent Section (DAS) Quarterly Report. This data is from the first quarter for the fiscal year beginning July 2025 (July through September 2025).

Field Investigation Unit (FIU)

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

Activity	First Quarter
Complaints closed	456
Dealer inspections	203
Educational presentations	0

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	First Quarter
APU phone calls	11,037
DLU phone calls	7,225
Business licenses issued	637
Individual licenses issued	4,626

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	First Quarter
Lemon Law inquiries	62

FIU Enforcement Actions

Connect with us on social media for breaking news



Published by the
Wisconsin Department of Transportation,
Division of Motor Vehicles, Bureau of Vehicle Services, Dealer and Agent Section.

Tommy Winkler Jr, Administrator

Corey Kleist, Deputy Administrator

David Albino, Bureau Director (BVS)

Maura Schifalacqua, Section Chief (DAS)

Bryon Gerick, Vehicle Emissions Program, Supervisor

John Kleinfeldt, Field Investigation Unit, Supervisor

Shin Lin Tung, Business and Consumer Services Unit, Supervisor

Tristan Kloss, editor

Wisconsin Department of Transportation

Dealer & Agent Section

PO Box 7909
Madison WI 53707
dealers.dmv@dot.wi.gov
Phone: (608) 266-1425


