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New Motor Vehicle Dealership Compliance Checklist from DFI



The [Wisconsin Department of Financial Institutions \(DFI\)](#) has developed a new [Motor Vehicle Dealership Compliance Checklist](#) to help motor vehicle dealers confirm that their operations are compliant before they start conducting business. Established motor vehicle dealerships are encouraged to review this new checklist periodically and when major updates are planned.

While the new checklist does not address every financing regulation, it covers many of the issues the DFI commonly cites in examinations and complaint investigations of motor vehicle dealerships that originate installment contracts or leases but do not retain or service those contracts. If the motor vehicle dealership retains contracts, be sure to also review the DFI’s [Buy Here Pay Here Motor Vehicle Dealership Compliance Checklist](#).

Additional resources for dealers are available on the DFI’s [Sales Finance Company](#) webpage under the “Helpful Information for Dealers” heading. Motor vehicle dealers with questions about DFI’s resources or requirements are encouraged to contact the DFI’s Licensed Financial Services Bureau by calling (608) 261-7578 or emailing [DFI\\_LFS@dfi.wisconsin.gov](mailto:DFI_LFS@dfi.wisconsin.gov).

## Vehicle emissions control systems: what not to do

**Reminder: It is illegal to remove, tamper or defeat vehicle emissions control systems.**

The Clean Air Act (CAA) prohibits anyone from tampering with an emissions control device on a motor vehicle by removing it or making it inoperable. It is also a violation of the CAA to manufacture, sell, or install a part for a motor vehicle that bypasses, defeats, or renders inoperative any emissions control device.

The penalties for CAA violations include fines and jail time and can greatly impact a business. If any dealer discovers an aftermarket emissions tampering or bypass device upon a vehicle, they may call the Inspection Maintenance Unit for assistance. The vehicle may not be legal to operate on the road, even if the item is disclosed in writing to the customer.



## Online Voluntary Dealer Training on April 15, 2025

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

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 the motor vehicle purchase contract and title and registration application form
- the proper use of dealer plates
- the mandatory display law

This free 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 next training will be held on Tuesday, April 15, 2025. The four-hour training begins at 10:00am and includes a 30-minute break for lunch.

Register for training using the link below.

[Voluntary Dealer Training - April 15, 2025](#)

Questions? Contact [dealertraining@dot.wi.gov](mailto:dealertraining@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 2024 (January through March 2025).

## 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	416
Dealer inspections	408

## 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	10,807
DLU phone calls	7,529
Business licenses issued	836
Individual licenses issued	5,678

## 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	72

**FIU Enforcement Actions - there are no enforcement actions to report this quarter**

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