



Plain Dealing

A policy and administrative bulletin for licensed dealers
from the WisDOT DMV Dealer and Agent Section



January 2023 V. 34, no. 1

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MV2690 forms must be on secured paper



The MV2690 Power of Attorney, Vehicle Odometer Disclosure must be completed on secured paper. Copies of the MV2690 form are not acceptable.

Whenever a form is used for odometer disclosure, it must be printed using a secured printing process. This includes the MV2690 form, the MV11 Wisconsin Title and License Plate Application, and the MV2488 Vehicle Transfer and Odometer Mileage Statement.

If you are unsure whether a department form is required to be printed or completed on secure paper, please reach out to the Agent Partnership Unit or your Field Investigator.

Fees must be included in the advertised price

The department continues to see dealers advertising selling prices excluding certain charges in violation of the law.

These fees are often referred to as "destination charges," "delivery fees," "freight charges," "set-up fees," "reconditioning fees" or similar language. These fees are not exempt by Wis. Admin. Code ch. [Trans 139.03\(3\)\(a\)](#), and they are not considered a service fee. If these fees are passed on to the customer, they must be included in the advertised price.

We recognize that certain manufacturers choose to exclude specific fees, such as freight and delivery charges, from their Manufacturer Suggested Retail Prices (MSRP). The department considers MSRP a type of advertised price, and as such it must comply with the requirements of Wis. Admin. Code ch. [Trans 139.03\(3\)\(a\)](#).



We encourage all dealers to review their pricing. It must comply with these requirements:

- The advertised price must include all charges paid by the customer to purchase the vehicle (you may exclude tax, title, registration fees, and the optional service fee).
- If tax, title, registration, and service fee are excluded from the advertised price, a disclosure must exist that clearly states these fees are extra. All other fees must be included in the advertised price and therefore should not be mentioned in the disclosure.
- When comparing the selling price to MSRP, you must include a disclosure that states the MSRP may not reflect the actual selling price of the vehicle.

Dealers found violating this law may be subject to citations, and dealers charging unauthorized fees may be required to refund those fee amounts to affected customers.

Adding liens when requesting replacement titles

If you request a replacement title for a vehicle, and a lien needs to be added to the title, you can include the lien information on the MV2119 Replacement Title Application form to have it added to the title at the time the replacement is issued.

Lien information can be entered in Section C of the MV2119 form:

Section C – Loan Information — Use this section if you are adding a new lien			
Name of Lending Agency(s) or Person(s)	Secured Party Number(s)	(Area Code) Telephone Number	
Street Address (include PO Box if applicable)	City	State	ZIP Code

If this information is not included on the MV2119 form, the replacement title needs to be re-submitted to the department to secure the lien. Omitting lien information may cause unnecessary delays for your business and customers.

Auto, LTK plates now expire at the end of the month



The 2021 Wisconsin Act 154, signed into law on March 4, 2022, updated "registration periods for certain motor vehicles and reuse of registration plates" (see Wis. Stats. 341).

As a result, the following registration types will have their expiration date changed to the end of the month:

- Autocycle – (ACY)
- Automobile – (AUT)
- Dual Purpose Farm 8,000 pounds and less– (DPF)
- Dual Purpose Vehicle 8,000 pounds and less – (DPV)
- Light truck – (LTK)

As part of a renewal or new plate issued, the expiration date for the above registration types will be determined as follows:

- Date of operation entered may be any valid day (1st – 31st) within the month
- Expiration month will **always** be the same as the initial first date-of-operation month
- Expiration date will **always** be the last day of the expiration month

No action is necessary when processing a vehicle registration of this type as the system will automatically make the adjustments.

Please share this information with members of your title and registration processing team.

An example of the new expiration date rules

Date of Operation	October 2, 2022
Expiration Month	October
(Initial) Expiration Date	October 31, 2023
Expiration date upon next renewal	October 31, 2024

Older license plates are being reissued

To meet compliance with 2021 Wisconsin Act 163, WisDOT will automatically be replacing license plates that are at least 10 years old. This is in an effort to replace any plate that has lost, or will lose, their exterior sheeting and will no longer be legible.

The plate replacement will happen when renewing or transferring and renewing an eligible Automobile or Light Truck license plate. An informational message will appear in the system if the plate is eligible for replacement. Unless a new license plate can be issued by a processing agent on site, no renewal stickers will be issued. Instead, stickers will be included with the new license plate from DOT.



This license plate replacement program will be implemented in phases to provide customers with their products in a timely manner, while managing nationwide material shortages.

The customer should be given a copy of the following notice. [Please download a printable copy of this notice](#) to provide to your customers.



Quarterly Report

The following numbers have been generated from the Dealer and Agent Section (DAS) Quarterly Report. This data is from the **second quarter** for the fiscal year beginning July 2022 (October through December 2022).

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	396

Dealer inspections	403
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	9,189
DLU phone calls	3,587
Business licenses issued	870
Individual licenses issued	6,183

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	82

FIU Enforcement Actions

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Published by the
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