



PLAIN DEALING

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

wisconsinDMV.gov

August 2019

Volume 30 Issue 2.5

In This Issue

- [Title and registration fee changes](#)
- [eMV PARTNER update](#)
- [Field Investigation Unit territory update](#)
- [Reminder: Legal business name required](#)
- [Be recognized for emissions repairs](#)
- [Training videos are here!](#)
- [DAS Quarterly Report Numbers](#)
- [Enforcement Actions](#)
- [WisDOT has moved](#)
- [Real ID](#)
- [eNotify](#)
- [Advertising Guidelines](#)
- [Sign up to receive Plain Dealing!](#)

Title and registration fee changes CORRECTION

In the recently emailed version of this August 2019 Plain Dealing, we mistakenly included an incorrect amount of \$157 as the newly changed Title fee. The correct fee should be \$164.50, as now noted below in the chart. We apologize for any confusion.

Wisconsin's 2019-2021 biennial budget included a provision to increase motor vehicle title and registration fees. These increases become effective October 1, 2019. The most notable change for dealers will be an updated **MV11**. WisDOT has already reached out to our form vendors and they will begin producing the new MV11 soon.

To ensure you are calculating the correct fees, the current MV11 will not be accepted after October 1, 2019. Please manage your current inventory to make sure you are using the new form after October 1.

Here is a summary of the fee changes affecting your customers:

Fee type	Old	New
Title	\$69.50	\$164.50
Registration - auto	\$75	\$85
Registration - truck 4500 lb gross weight or less	\$75	\$100
Registration - truck 6000 lb gross weight or less	\$84	\$100
Registration - hybrid vehicle fee (new)	N/A	\$75
Registration - trailers 6000 lb gross weight or less	varies	varies

eMV PARTNER update

WisDOT's eMV PARTNER project will expand the capabilities of our third-party processing system(s) and enhance the user experience.

On August 6, WisDOT went live with, and began piloting, our new PARTNER system. Shortly after the pilot period, we will begin transitioning groups of dealers onto the new system on a weekly basis. WisDOT and our vendors will send you several emails in advance to let you know when you will be transitioned to the new system and how to prepare. Get ready!

Here are steps you'll need to complete to be sure you're successful in the new PARTNER system.

- Sign up your organization at <https://emvpartner.wi.gov/>
- Identify your Organization Administrator(s)
 - All email communications with your organization will be sent to the Organization Administrator through their individual WAMS ID
 - Assign the Administrator role to more than one individual
 - Organizations can have up to five administrators
- Ensure all users have a WAMS ID
 - A WAMS ID is unique to each individual and will be needed to add them to each organization
 - Instructions for individuals to obtain a WAMS ID can be found here:
 - <https://emvpartner.wi.gov/signup>
- Add your users to your organization
 - Instructions to add users can be found here:
 - <https://emvpartner.wi.gov/adduser>
- Assign roles
 - All users who will be processing applications should be assigned the *App Agent Processor* role
 - Instructions for adding roles can be found here:
 - <https://emvpartner.wi.gov/adduser>
- Ensure all users have completed a User Agreement and successfully completed any required certifications
 - The user must log into the [eMV PARTNER](https://emvpartner.wi.gov/) website and the User Agreement will automatically display the first time

In case you missed it, the Wisconsin Department of Transportation moved in April 2018.

If you ship dealer licensing documents or title work to our street address via UPS, FedEx or other express carrier, use the following address:

4822 Madison Yards Way
Madison WI 53705

Re-routed shipments cause an extra expense for DMV and possible delay of your mailing.



DMV issues driver license/ID cards compliant with federal standards

On October 1, 2020, anyone planning to fly within the U.S. will have to show a REAL ID-compliant driver license or ID card, or other federally acceptable identification such as a passport. wisconsin.dmv.gov/REALID



Account activity alerts added to DMV's eNotify online service

eNotify is the easiest way to get plate renewal and driver license/ID reminders through email/text.

Subscribers to eNotify also receive alerts when certain transactions occur, such as when an application for a duplicate driver license or ID card is made, or when their address is changed in DMV's systems. wisconsin.dmv.gov/enotify

Here's the link to the complete, updated advertising guidelines:

[DOT Advertising Guidelines Update](#)



We're at .gov

Note: Only the website with .gov is the official state DMV website. Other DMV sites with .org and .com are not official and may have extra charges for forms or list information that is outdated or incorrect.

Connect with us

[Sign up to receive Plain Dealing!](#)

Follow us for breaking news.



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

Kristina Boardman,
Administrator
Patrick Fernan
Deputy Administrator
Rhonda Alley,
Bureau Director (BVS)
Michael Domke,
Section Chief (DAS)
Scott Selbach, Vehicle Emissions Program, Supervisor
Mirenda McArdle, Field Investigation Unit, Supervisor
Shin Lin Tung, Business and Consumer Services Unit,
Supervisor

Dealer & Agent Section
dealers.dmv@dot.wi.gov
Phone: (608) 266-1425

Dealers that process "walk-in" work for private sales need an additional bond or irrevocable letter of credit in addition to the dealer bond. With the new eMV PARTNER, DMV is taking the opportunity to remedy a situation that puts dealers at risk: the dealer bond does not cover liability for title-registration processing for private sales.

The bond amount is \$25,000 if processing full title-registration, \$10,000 if processing only license plate renewals. The following blank forms are available on the DMV website, or through the online [eMV PARTNER signup](#).

- [MV2623 Electronic Title and/or Registration Processing Surety Bond](#)
- [MV2624 Electronic Title and/or Registration Processing Irrevocable Letter of Credit \(ILOC\)](#)

Apply in eMV PARTNER twice: Once as a dealer and again as an independent processing agent. DMV will issue a second terminal ID to keep the processing separate.

Note: If your dealership wishes to renew license plates for the community, see above. If your dealership wishes to renew plates *only for vehicles owned by the dealership*, you are eligible to join our free [eMV Fleet](#) license plate renewal program and no additional bond is required.

Thank you for providing additional DMV services in your local community!

We're excited for the new opportunities eMV PARTNER will offer and are confident you'll share our enthusiasm when you see the new features!

Field Investigation Unit territory update

Dealers in the following counties have a new Dealer and Agent Field Investigator assigned to them.

If your dealership is located in Columbia, Dane or Green county, your new Field Investigator is **Brandon Wilbik**.

If your dealership is located in Adams, Crawford, Grant, Iowa, Juneau, La Crosse, Lafayette, Monroe, Richland, Sauk, or Vernon county, your new Field Investigator is **Jim Harden**.

Visit the [Field Investigation Unit Territories map](#) for the most current updates and contact information.

Reminder: Legal business name required

Wisconsin licensed dealers are required to use their full legal business name on all legal documents including but not limited to the following:

- Purchase contracts
- WI buyer's guide
- MCO/MSO
- Title reassignments
- Applications for title/registration (MV11)
- Power of Attorney (MV2690)
- Title/Registration Correction Request ([MV1047](#))
- Dealer license applications/renewals

While the department allows the use of trade names, it must be accompanied by the full legal business name.

Here are the few acceptable variations to the full legal business name:

- "And," "&," or "+" are acceptable substitutions for each other.
- Omitting special characters not directly part of the name is acceptable.
- Only business suffixes like "Inc," "LLC," etc., will be accepted in abbreviated form. These are part of the legal name and must be included.



Any MCO issued on or after October 1, 2018, that does not have the full legal business name, **will be returned.**

Contact your manufacturer directly to ensure your full legal business name is printed on the MCO. If you have any problems, please contact the Dealer Licensing Unit at (608) 266-1425. Have the name and contact information for your manufacturer representative available when you call.

This information was published in the October 2018 edition of Plain Dealing. We reprinted this article because there has been an upswing in the number of applications from dealers who are reverting back to incomplete names and DBAs.

Be recognized for emissions repairs

Benefits to becoming a recognized repair facility with the Wisconsin Vehicle Inspection Program (WIVIP)

Motorists in southeastern Wisconsin seek emissions related repairs for vehicles that cannot pass the

emissions inspection, a biennial requirement for most vehicles to complete registration renewal or at the time a vehicle changes ownership.

A repair business achieves recognition if it has at least one technician with advanced emissions related training (see details below) and has completed the registration process with the Wisconsin Vehicle Inspection Program.



Repair facilities that meet the recognition criteria can realize the following advantages:

- Increased business: Accurate repairs yield satisfied customers and word-of-mouth referrals from family and friends.
- Free advertising: Only a list of recognized repair facilities is provided to motorists at the time of the vehicle's failure or reject. There is also a special section on the [program website](#) that lists [recognized repair facilities](#).
- Increased credibility: A recognized repair facility is one of a select group of repair facilities distinguished for having technicians with advanced emissions repair training.
- Stand out: Only emissions repair work performed at a recognized repair facility is eligible for waiver consideration.
- Free training opportunities: Receive email notifications for technical seminars.

How to become recognized

If your dealership employs at least one technician with ASE L1 certification, WISETECH certification, or is a franchised new car dealership, it is one step away from becoming a recognized repair facility.

You may register your dealership, free of charge, with the Wisconsin Vehicle Inspection Program (WIVIP) by [completing the application](#).

Once recognized, your dealership will appear on the [WIVIP website](#), as well as on handouts to customers.

If you would like to become recognized, but need to be certified or to re-certify, you can find information regarding the ASE process on the [ASE website](#).

Agent training videos are here!

The Dealer and Agent Section created a series of short training videos for eMV Agent and eMV11 processing systems.

These video tutorials, designed with simplicity and convenience in mind, cover a wide range of topics and functions which are available on both of these processing systems.



Learn how to troubleshoot, process and become familiar with the eMV systems and capabilities. The tutorials are specifically designed to aid in processing. New videos are added regularly.

These videos are available on the WisDOT [eMV Agent Informational Video](#) webpage and the [eMV11 Informational Video](#) webpage.

DAS Quarterly Report numbers

The following numbers have been generated from the Dealer and Agent Section (DAS) Quarterly Report. This data is from the **second quarter** of 2019 (April through June).

Field Investigation Unit (FIU)

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

Activity	Second Quarter
FIU Complaints Closed	516
FIU Inspections (Dealers)	524
FIU Educational Presentations	5

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	Second Quarter
----------	----------------

APU Phone Calls	12,677
DLU Phone Calls	4,563
Business Licenses Issued	649
Individual Licenses Issued	4,442

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	Second Quarter
Lemon Law Inquiries	159

Electronic Title and Registration Processing

Dealers and agents processing titles and/or registration electronically:

Activity	Second Quarter
Renewal Agents	1,011
Title Agents (includes dealerships)	4,556
Total	5,567

Wisconsin motor vehicle dealers are required to electronically process all title/registration applications for their customers. For more information regarding electronic processing options, visit the DMV [eMV11 Electronic Processing webpage](#).

These systems are available for electronic processing:

- eMV11 - for dealers only
- eMV Agent - for lenders only
- Computerized Vehicle Registration (CVR)
- Dealertrack Registration and Title, formerly known as TriVIN
- National Financial Corporation (NFC) - registration only
- Opus Inspection Inc., formerly known as Systech International LLC - registration only

Electronic Title Delivery

Lenders receiving electronic title records:

Activity	Second Quarter
Lenders	952

These service providers deliver and manage electronic titles:

- Secure Title Administration, Inc.
- Dealertrack Collateral Management Services
- Decision Dynamics, Inc.
- PDP Group, Inc.
- VINtek

The electronic lien and title (also known as ELT or e-Title) program is an optional program for lien holders who prefer receiving electronic title records instead of paper titles. This program has been available since July 30, 2012. For more information regarding ELT options, visit the DMV [Title to Lien Holder webpage](#).

WisDOT Enforcement Actions

[See the complete Enforcement Actions list](#)



Wisconsin Department of Transportation | (608) 266-1425
AgentPartnershipUnit@dot.wi.gov | DealerLicensingUnit@dot.wi.gov
Dealer and Agent Section
PO Box 7909
Madison, WI 53707