



Plain Dealing

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



April 2023 v. 34 n. 2

Article Index

- [Retail Dealer Training - Thursday April 27](#)
- [Power of Attorney forms must be on secured paper](#)
- [Advertising used vehicles not available for sale](#)
- [Quarterly report](#)

Retail Dealer Training on Thursday, April 27



The WisDOT Dealer & Agent Section will provide free retail dealer training for Wisconsin dealers on Thursday, April 27th, from 10:00am to 2:00pm. Training will examine best practices for the buying and selling of motor vehicles in Wisconsin, including:

- Title and odometer laws and record-keeping standards
- The Wisconsin Buyer's Guide and proper disclosure of vehicle condition

- How to complete the motor vehicle purchase contract and MV11 title and registration application form
- Wisconsin advertising laws
- The proper use of dealer plates
- Mandatory display laws and temporary plates

Training is virtual via Microsoft Teams and includes a 30-minute break for lunch.

To register for training, email dealertraining@dot.wi.gov. Please include the names of those attending.

Power of Attorney forms require secured paper



Please remember the MV2690 Power of Attorney (POA) form must be printed on secured paper. The POA may be electronically signed by yourself and your customer(s), but it must still be printed to secured paper.

Since the POA includes an odometer disclosure statement, [Wis. Admin. Code ch. Trans 154.11\(2\)\(a\)](#) states the form “shall be printed by a secure printing process which complies

with the requirements of [49 USC 32705\(b\)\(2\)\(A\)](#).” A secured printing process means any process which deters and detects counterfeiting or unauthorized reproduction, or both, and allows alterations to be visible to the naked eye.

For more information about the department’s policies on e-signatures and secured printing processes, please read the [April 2020 special edition of Plain Dealing](#).

Advertising used vehicles not available for sale



Used vehicles cannot be advertised until they are ready for sale.

[Wis. Admin. Code ch. Trans 139.04\(6\)\(a\)](#) requires that each used vehicle displayed or offered for sale have a Wisconsin Buyers Guide posted on the vehicle. If the vehicle has not yet been inspected and/or does not have a posted Buyers Guide, the vehicle cannot be advertised.

Advertising includes displaying the vehicle online in any form where a reasonable consumer would expect the vehicle to be available for purchase.

Dealers can advertise a vehicle that is not immediately available for delivery only if all of the following apply:

1. The vehicle has already been inspected and a Buyers Guide posted.
2. The vehicle can be delivered within 7 business days.

The department has received complaints from consumers regarding vehicles being advertised online that were not available for sale when the customer contacted the dealership. This creates a negative impression with consumers and may result in enforcement action from the department. We advise regular review of your dealer website to ensure correct online inventory.

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 January 2023 (January through March 2023).

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	446

Dealer inspections 369

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	7,572
DLU phone calls	3,455
Business licenses issued	1,047
Individual licenses issued	5,165

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	75

[FIU Enforcement Action List](#)

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.

Kristina Boardman, Administrator

Reggie Paradowski, Deputy Administrator

Ann Perry, Bureau Director (BVS)

Mark Rather, Section Chief (DAS)

Bryon Gerick, Vehicle Emissions Program, Supervisor

Maura Schifalacqua, 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



You are subscribed to plaindealing as csnyder@watda.org.

To unsubscribe, send a blank email to:

leave-1837445-5654334.87e3635375c4669513dad8839589f64c@lists.wi.gov