



Plain Dealing

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



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2024 Voluntary Dealer Training Days

The Wisconsin Department of Transportation is offering voluntary dealer training to existing 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 and review title and registration forms and the motor vehicle purchase contract
- the proper use of dealer plates
- mandatory display law

The four-hour training program is voluntary and 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 16, 2024. Training begins at 10:00am and includes a 30-minute break for lunch.

Register by contacting dotdmvbsdealertraining@dot.wi.gov and provide the following information:

- Your name
- Name of your dealership
- Email address

Can't make training on April 16th? Additional 2024 course dates are:

- Tuesday, July 16
- Tuesday, October 8

Questions? Contact dotdmvbsdealertraining@dot.wi.gov.

Monroney label usage prohibited for used motor vehicles

In recent years electronic Monroney labels have become available, making it possible include the original Monroney label in online advertising. However, department policy prohibits the display or usage of the original Monroney label when advertising used vehicles.



The department's policy is based on multiple factors:

- The Monroney label is intended for display on new motor vehicles only.
- The Monroney label includes original pricing information for the vehicle when new, including MSRP. This invites comparison between the MSRP and the selling price of the vehicle. This type of price comparison is prohibited.
- The Monroney label lists options and accessories included on the vehicle when new and may not accurately reflect the current condition of the vehicle.
- The Wisconsin Buyer's Guide is the "window sticker" required to be displayed on used vehicles. Advertisements that provide a "window sticker" using the original Monroney label may cause confusion or mislead consumers about the general condition of the vehicle.

The department recognizes that much of the information on the Monroney label can be valuable to both dealers and consumers. Dealers are encouraged to utilize this information in their advertising, either in product descriptions or linking to a spec sheet on each vehicle listing options, accessories, and other features. When providing information from the Monroney label when advertising used vehicles:

- Don't use the original Monroney label itself.
- Don't make mention of MSRP.
- Verify that the options and accessories on the spec sheet are consistent with the disclosures provided on the Wisconsin Buyer's Guide.

Calculating Tax on the Motor Vehicle Purchase Contract

SALES TAX CALCULATION	
g. Amount Subject to Sales Tax (1-2+3)	_____
h. State Tax (g x .05)	_____
i. County Tax (g x .005)	_____
j. Local Stadium Tax (g x .001)	_____
4. Total of Taxes (h + i + j)	_____ 4.

Example of the sales tax calculation portion of the Motor Vehicle Purchase Contract.

With recent changes to tax rates in the Milwaukee area, now is the time to review and refresh your knowledge

about reporting taxes on the Motor Vehicle Purchase Contract (MVPC).

The MVPC itemizes taxes by state, county, and the local level. Some versions of the MVPC provide a calculation hints (highlighted here) to estimate taxes on your customer's purchase. However, be aware that the printed calculation hint is generalized for the state at large and may not apply in every county or local municipality where a vehicle is being purchased.

Verify the correct tax rate when completing the MVPC. If you are unsure, refer to the Department of Revenue's Sales Tax Rate Chart.

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 2023 (October through December 2023).

Field Investigation Unit (FIU)

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

Activity	Second Quarter
Complaints closed	485
Dealer inspections	230

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	9,361
DLU phone calls	5,350
Business licenses issued	651
Individual licenses issued	4,319

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	114

FIU Enforcement Actions

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