

NOTICE OF PROPOSED GUIDANCE DOCUMENT

Dealer and Other Motor Vehicle Industry License Plates

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment Dealer and Other Motor Vehicle Industry License Plates s. 341, a proposed guidance document.

PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION

Comments may be submitted to the Wisconsin Department of Transportation for 21 days by:

1. Department's website: <https://wisconsindot.gov/Pages/dmv/vehicles/title-plates/dealer.aspx>

2. Mailing written comments to:
Division of Motor Vehicles
Wisconsin Department of Transportation
4822 Madison Yards Way
PO Box 7336
Madison, WI 53707-7336

WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT

The final version of this guidance document will be posted at wisconsindot.gov to allow for ongoing comment.

AGENCY CONTACT

DOTDMVGuidanceDocs@DOT.WI.GOV



State of Wisconsin Department of Transportation

- [DMV ONLINE SERVICES](#) ▼
- [DMV INFO](#) ▼
- [DOING BUSINESS](#) ▼
- [TRAVEL](#) ▼
- [SAFETY](#) ▼
- [PROJECTS AND STUDIES](#)
- [ABOUT WISDOT](#) ▼

Dealer and other motor vehicle industry license plates

[License plate guide](#)

[Automobiles](#)

[Buses and light trucks](#)

[Dealers](#)

[Heavy trucks and trailers](#)

[Miscellaneous](#)

[Motorcycles](#)

[Official](#)

[Special plates](#)

[Tribal/Indian bands](#)

[UW logos](#)

[Motor carrier credentials](#)

[Related information](#)

[Dealer](#) | [Demonstrator trailer/semi-trailer](#) | [Demonstrator truck/tractor](#) | [Distributor](#) | [Finance company](#) | [Manufacturer](#) | [Mobile home dealer](#) | [Recreational vehicle dealer](#) | [Trailer dealer](#) | [Transporter](#) | [Wholesaler](#)

The Wisconsin Department of Transportation (WisDOT) issues various license plates to [licensed motor vehicle industry businesses](#).

- All plates issued prior to February 5, 2018 have the same plate number and do not have validation stickers.
- All plates issued on or after February 5, 2018 have alpha character(s) following the last digit of the plate number, and do not have validation stickers. Sample plate images below:

Motor Vehicle Dealer Plates



New design issued 2018



Motor vehicle issued before February 2018

Motorcycle/Moped Dealer Plates



New design issued 2018



Motorcycle/moped issued before February 2018

| | |
|----------------------------|---|
| Registration period | 2 Years |
| Plate expiration | January, March, May, July, September, or November |
| Fee | \$150 for 2 plates plus \$10 for each additional plate |
| Number of plates | One |
| Plate color | Black on aluminum (issued July 2011 and later) or green on antique gold (issued before July 2011) |
| Statutory reference | s.218.10 , s.341.51 |

| | |
|--------------------|-------------------------------------|
| DMV inquiry | MV (motor vehicle), MC (motorcycle) |
|--------------------|-------------------------------------|

Demonstrator trailer/semi-trailer



New design issued 2018



Issued before February 2018

| | |
|----------------------------|------------------------------|
| Registration period | 1 Year |
| Plate expiration | December 31 |
| Fee | \$10 |
| Number of plates | One |
| Plate color | Black on aluminum |
| Statutory reference | s.341.51(2m) |
| DMV inquiry | DMI |

Demonstrator truck/tractor

Required on loaded unit weight in excess of 8,000 pounds.

[+ More...](#)



New Truck-Tractor design issued 2018

New Truck design issued 2018



Issued before February 2018

| | |
|----------------------------|--------------------------------------|
| Registration period | 1 Year |
| Plate expiration | |
| Fee | 20% of fee prescribed in s.341.25(2) |
| Number of plates | One |
| Plate color | Black on aluminum |
| Statutory reference | s.341.25(2) |
| DMV inquiry | DMO |

Distributor



New design issued 2018



Issued before February 2018

| | |
|----------------------------|--|
| Registration period | 2 Years |
| Plate expiration | January, March, May, July, September, or November |
| Fee | \$150 for 2 plates plus \$10 for each additional plate |
| Number of plates | One |

| | |
|----------------------------|--------------------------------------|
| Plate color | Black on aluminum |
| Statutory reference | s.218.10, s.341.51 |
| DMV inquiry | DMV (motor vehicle), DC (motorcycle) |

Finance company

 [More...](#)



New design issued 2018



Issued before February 2018

| | |
|----------------------------|---|
| Registration period | 1 Year |
| Plate expiration | December 31 |
| Fee | \$75 for first plate plus \$5 for each additional plate |
| Number of plates | One |
| Plate color | Black on aluminum |
| Statutory reference | s.341.57 |
| DMV inquiry | FIN |

Manufacturer

All plates issued to each dealer bear the same number.



New design issued 2018



Issued before February 2018

| | |
|----------------------------|--|
| Registration period | 2 Years |
| Plate expiration | January, March, May, July, September, or November |
| Fee | \$150 for 2 plates plus \$10 for each additional plate |
| Number of plates | One |
| Plate color | Black on aluminum |
| Statutory reference | s.218.10 , s.341.51 |
| DMV inquiry | MMV (motor vehicle), MCM (motorcycle) |

Recreational vehicle dealer



New design issued 2018



Issued before February 2018

| | |
|----------------------------|--|
| Registration period | 2 Years |
| Plate expiration | January, March, May, July, September, or November |
| Fee | \$150 for 2 plates plus \$10 for each additional plate |
| Number of plates | One |
| Plate color | Black on aluminum |
| Statutory reference | s.218.10 , s.341.51 |

DMV inquiry

RV

Trailer dealer

[+ More...](#)

New design issued 2018



Issued before February 2018

| | |
|----------------------------|--|
| Registration period | 1 Year |
| Plate expiration | December 31 |
| Fee | \$75 for 2 plates plus \$5 for each additional plate |
| Number of plates | One |
| Plate color | Black on aluminum |
| Statutory reference | s.341.51 |
| DMV inquiry | TLD |

Transporter

[+ More...](#)

New design issued 2018



Issued before February 2018

| | |
|----------------------------|---|
| Registration period | 1 Year |
| Plate expiration | December 31 |
| Fee | \$75 for 2 plates plus \$5 for each additional plate |
| Number of plates | One |
| Plate color | Black on aluminum |
| Statutory reference | s.341.51(1) , s.341.51(2) |
| DMV inquiry | TRP |

Wholesaler



New design issued 2018



Issued before February 2018

| | |
|----------------------------|--|
| Registration period | 2 Years |
| Plate expiration | January, March, May, July, September, or November |
| Fee | \$150 for 2 plates plus \$10 for each additional plate |
| Number of plates | One |
| Plate color | Black on aluminum |
| Statutory reference | s.218.10 , s.341.51 |
| DMV inquiry | WHL |

Mobile home dealer

[Department of Safety and Professional Services](#). Call (608) 264-9597 for inquiries.

 [Return to top](#)

Related links:

- [Display of license plates and validation stickers](#)
- [Wisconsin Statute Chapter 340](#)
- [Wisconsin Statute Chapter 341](#)

If you have questions:

Email [Wisconsin DMV email service](#)

Contact Information

[Contact Us](#)

[Support](#)

[Translate website](#)

[Traducir el sitio de web](#)

[翻譯網站](#)

[Website übersetzen](#)

[ترجمة الموقع](#)

[Tɤhais website](#)

[웹 사이트 번역](#)

[Перевести сайт](#)

Forms/Notices

[Acceptable use policy](#)

[Forms](#)

[Legal notices](#)

[Privacy policy](#)

[Software information](#)

WisDOT Employees

[Employee information](#)

[PTA web](#)

[HR Self-Service](#)

[Travel Expenses](#)

[WisDOT LearnCenter](#)

