

NOTICE OF PROPOSED GUIDANCE DOCUMENT

File a Complaint against a Dealer

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment File a Complaint against a Dealer s. 218, 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://wisconsin.gov/Pages/dmv/cons-protect/file-cmplnt/filedealercomplaint.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 wisconsin.gov to allow for ongoing comment.

AGENCY CONTACT

DOTDMVGuidanceDocs@DOT.WI.GOV



State of Wisconsin Department of Transportation

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File a complaint against a dealer

- Consumer rights
- Dealer complaints
- Dealer field investigation offices
- Odometer tampering
- Problem used car
- Purchase cancellation
- Warranty problems
- Wisconsin's Lemon Law

(en español)

Dealer complaints

If you have a problem with a vehicle that you bought or leased from a Wisconsin dealer, the Wisconsin Department of Transportation (WisDOT) Division of Motor Vehicles (DMV) Dealer & Agent Section may be able to help.

We may be able to help if:

- You're having trouble getting a title
- You're having trouble with warranty repairs
- The dealer did not tell you about a problem with your vehicle

- You have a question about Wisconsin's new vehicle lemon law
- You think someone tampered with an odometer or misrepresented the reading
- You think someone is an unlicensed dealer

We may not be able to help if:

- Your complaint is about a problem you repaired without giving the dealership an opportunity to repair it first
- Your complaint is about a vehicle you sold without giving the dealership an opportunity to repair it first
- A long time has passed since you bought the vehicle

We cannot help if:

- You bought your car from a private seller
- Your complaint is about a problem that did not exist at the time you bought or leased the vehicle

What you should do:

1. Contact the dealership if you haven't already.
The law says, before we can help you, you must tell the dealership about the problem and give it an opportunity to resolve it. Keep a record of any contact with the dealer. Get an invoice for any repairs, or write down the date, time, and who you spoke to at the dealership.
2. Follow these tips when talking with the dealership:
 - Speak to the owner or manager about your concern.
 - Use a friendly, not an angry tone. Assume the problem is unusual and the dealership wants to fix it. Be reasonable, polite, and factual.
 - Let the dealer know you're a loyal customer and you're complaining because you want to continue being a customer. The dealer may not try as hard to please you if it's already lost your business.
 - Tell the dealer exactly what you want - a repair, refund, apology, etc.
3. If you don't resolve your dispute with the dealer, you may file a complaint with us.
 - Download a Dealer Complaint form [MV2338](#). (The form may also be obtained by calling the WisDOT Dealer & Agent Section at (608) 266-1425, or using the e-mail address listed below.)
 - Print and complete the form, or complete online and then print the form.
 - Include a readable copy of your purchase contract, window label and title application, and other supporting documentation if you can.
 - Explain your complaint in clear, concise, well-organized language supported by relevant facts and documentation.
 - Give us your daytime phone number.

What happens next:

When we get your complaint, we'll call or write and tell you who is working on it. We may try to mediate a settlement between you and the dealer. In many cases, we are able to help consumers get repairs, or money back from the dealer. However, Wisconsin law does not authorize us to require the dealer to give you something to resolve your complaint.

Other sources of help:

- Non-warranty repair problems: [Wisconsin Department of Agriculture, Trade and Consumer Protection](#) or call (800) 422-7128
- Recalls and safety defects: [National Highway Traffic Safety Administration](#) or call (888) DASH-2-DOT
- Search tool to check for unperformed safety recalls: visit safercar.gov/VIN and enter your vehicle identification number.
- [WisBar Lawyer Referral and Information Service](#) or call (800) 362-9082 or (608) 257-4666

If we can't help you:

You may want to use small claims court or hire an attorney. You can get information about small claims court from the small claims court in the county where the seller resides.

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If you have questions:

Email [Wisconsin DMV email service](#)

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