

NOTICE OF PROPOSED GUIDANCE DOCUMENT

Manufacturer License

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment Manufacturer License 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://wisconsindot.gov/Pages/dmv/dlr-agents/busnslcnse/manufacturerlicense.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

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PROJECTS AND STUDIES

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Manufacturer license

Business licenses

Buyer's license

Manufacturer license

Moped dealer license

Motorcycle dealer license

Recreational vehicle
dealer license

Representative license

Retail dealer license

Salesperson license

Salvage buyer ID (BID)
card

Salvage dealer license

Wholesale auction dealer
license

Wholesale dealer license

You will need these dealer license application forms:

- Two-Year License Application [MV2034](#)

- [Manufacturer/Importer/Distributor Certification of Dealer](#) [MV2131](#)
- [Manufacturer's Certification of Distributor](#) [MV2241](#)
- [Salesperson/Representative License Application](#) [MV2184](#)

Manufacturer, distributor or importer license

The motor vehicle manufacturer, distributor or importer license allows a business to manufacture or assemble motor vehicles or do any other work on motor vehicles which constitutes a major manufacturing alteration. A major manufacturing alteration includes installing special bodies or equipment on previously assembled truck chassis, when the special body or equipment forms an integral part of the completed unit and the completed unit is owned by the manufacturer. The license also allows a person to operate as a distributor who sells new motor vehicles to dealers on behalf of manufacturers. Finally, it allows a business to import new motor vehicles to the US. Any manufacturer, distributor or importer employee who contacts dealers or prospective Wisconsin dealers for promotion or supervision purposes must be licensed as a [representative license](#).



Manufacturer license plate

To operate as a manufacturer, you must provide the following:

1. A copy of your manufacturer/dealer selling agreement.
2. A sample photocopy of the Manufacturer's Certificate of Origin for each vehicle make manufactured.
3. A copy of vehicle delivery and preparation obligations of dealers.
4. Pictorial brochures (if any).
5. A copy of Certification of Dealer forms for each retail dealer the manufacturer wishes to appoint in Wisconsin.
6. Fees paid to Registration Fee Trust for a two-year licenses: \$40 for manufacturer, distributor or importer license, \$8 for each representative license, and if eligible for manufacturer plates, \$150 for the first two plates, and \$10 for each additional plate. Only manufacturers located in Wisconsin are eligible for Wisconsin manufacturer plates. Plates may be used for operating unloaded vehicles on Wisconsin highways during trial tests or in transit. Loaded tractors, trucks or trailers weighing over 8,000 pounds gross, which are owned by the manufacturer or distributor, must display special [demonstrator plates](#) for trial purposes.

To operate as a distributor, distributor branch or importer, you must provide the following:

- Items 1-7 above.
- A Manufacturer's or Importer's Certificate of Distributor (WisDOT form [MV2241](#)) completed and signed by an authorized representative of the manufacturer. The MV2241 form is available by contacting the WisDOT Dealer & Agent Section at the address, phone or email address below.

For more information:

- [Field investigation offices](#)
- [Manufacturer license plate](#)
- [MV2185](#) - Application for demonstration license plate by dealer, distributor or manufacturer

Apply by mail

Because the application forms require signatures of authorities and witnesses, they cannot be submitted online. Mail all completed applications to the following address:

Wisconsin Dept. of Transportation
Dealer & Agent Section
P.O. Box 7909
Madison, WI 53707-7909

For more information or to request that application materials be mailed to you:

Email [Wisconsin DMV email service](#)

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