

## **NOTICE OF PROPOSED GUIDANCE DOCUMENT**

### **Dealer Registration Plates**

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment Dealer Registration Plates 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/busns-  
lcense/dealerregistrplates.aspx](https://wisconsindot.gov/Pages/dmv/dlr-agents/busns-<br/>lcense/dealerregistrplates.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](https://wisconsindot.gov) to allow for ongoing comment.

### **AGENCY CONTACT**

[DOTDMVGuidanceDocs@DOT.WI.GOV](mailto:DOTDMVGuidanceDocs@DOT.WI.GOV)



## State of Wisconsin Department of Transportation

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# Dealer registration plates

[Retail dealer license](#)
[Renew a current dealer license](#)
[Change a current retail dealer license](#)
[Off-premise sales](#)
[Dealer registration plates](#)
[Business licenses](#)

Licensed dealers are issued dealer registration plates for use on vehicles the dealership owns and offers for sale.

## Licensed dealers should follow these requirements:

- Use the plate on vehicles owned and actually offered for sale by the dealership. The plate may be used on these vehicles whether they're driven for business or personal purposes.
- Display a Wisconsin Buyers Guide or Monroney label on any vehicle displaying a dealer plate as proof that the vehicle is owned and offered for sale by the dealership. (A label need not be displayed while driving a vehicle to or from a wholesale transaction.)
- Dealer plates may be used on loaner vehicles if the vehicles are offered for sale and display a Wisconsin Buyers Guide or Monroney label.
- Make sure vehicles used by employees are available for display at the dealership during business hours.
- Don't use dealer plates on rental vehicles (they aren't offered for sale while being used for



Dealer license plate

rent.)

- Don't use dealer plates on service vehicles and tow trucks.
- If you allow your spouse or children residing in your household to use dealer plates, do be certain the vehicle is actually labeled and offered for sale and available for display at the dealership during business hours. While this type of use is technically permitted, it has caused adverse public reaction.
- Improper use of dealer plates may result in a ticket.

## Ordering additional plates

The fee for each additional dealer plate is \$10.

To order additional plates, send a written request to the Wisconsin Department of Transportation (WisDOT) Dealer & Agent Section at the address below. Your request should include the:

- Dealership name, address, and telephone number
- Dealer license number
- Quantity of additional plates requested
- Total fees payable to Registration Fee Trust

Allow 4-6 weeks for your plates to arrive.

## How to report lost or stolen plates

Contact the WisDOT Dealer & Agent Section by mail, fax or email at the address below to report a lost or stolen plate. You'll need to know the number of the plate that is missing. Before you report your missing plate, it's a good idea to wait about a week to see if it turns up. If you find a plate after you've reported it missing, destroy it. It will already have been reported missing to law enforcement officials statewide, and you could be ticketed for using it.

## Replacing a missing plate

If you wish to replace a lost or stolen plate, send the WisDOT Dealer & Agent Section a written request at the mailing address below. Include the following information in your request:

- Dealership name, address, and telephone number
- Dealer license number
- Plate numbers of lost or stolen plates being replaced
- Quantity of replacement plates requested
- Fee of \$4 per replacement plate, payable to Registration Fee Trust

Allow 4-6 weeks for your replacement plates to arrive.

## For more information:

- [Dealer license plates](#)
- [Staff listing](#)
- [Field investigation offices](#)

If you have questions:

**Email** [Wisconsin DMV email service](#)

Contact Us

Support

Translate website

Traducir el sitio de web

翻譯網站

Website übersetzen

ترجمة الموقع

Thais website

웹 사이트 번역

Перевести сайт

Acceptable use policy

Forms

Legal notices

Privacy policy

Software information

WisDOT Employees

Employee information

PTA web

HR Self-Service

Travel Expenses

WisDOT LearnCenter

