

## **NOTICE OF PROPOSED GUIDANCE DOCUMENT**

### **Dealer License Fees**

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment Laws Related to Vehicle Sales 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/dealer-fees.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 license fees

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DMV customer service centers accept cash, checks, debit cards and the following credit cards: Visa, MasterCard, American Express and Discover. Debit cards will be processed as credit. For online transactions, we accept most credit and debit cards and ACH (Automated Clearing House) from your checking or savings account.

**Dealer-distributor license fees:****Current fee (All fees valid for 2 years unless otherwise noted.)**

Auction dealer license	\$100
Buyer's license	\$6 or \$12
Dealer license	\$40
Dealer plate	\$150 (1st 2 plates, \$10 each additional)
Demonstration plate: 1 calendar year	20% Truck Fees, \$10 for trailers/semi-trailer
Distributor plate	\$150 (1st 2 plates, \$10 each additional)
Distributor's license	\$40
Finance company plate: 1 calendar year	\$75 (1st plate, \$5 each additional)
Manufacturer plate	\$150 (1st 2 plates, \$10 each additional)
Manufacturer's license	\$40 + \$40/branch
Moped dealer license	\$40
Motorcycle dealer license	\$40
Recreational vehicle dealer license	\$100
Recreational vehicle dealer plate	\$150 (1st 2 plates, \$10 each additional)
Salesperson exam	\$5
Salesperson & representative license	\$8
Salvage Buyer identification card	\$6 or \$12
Salvage dealer license	\$150
Trailer dealer plate: 1 calendar year	\$75 (1st 2 plates, \$5 each additional)
Transporter plate: 1 calendar year	\$75 (1st 2 plates, \$5 each additional)
Wholesale dealer license	\$40

Note: Additional fees may be required when applying for dealer licenses.

### For more information:

- [Field investigation offices](#)

If you have questions:

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

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