

Chapter MVD 4

LETTERING ON VEHICLES, DISPLAY OF EVIDENCE
OF REGISTRATION AND DUAL PERMIT

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MVD 4.01 Marking. (1) **REQUIRED LETTERING.** Except as provided in Wis. Adm. Code section MVD 4.01 (6) every motor vehicle subject to the provisions of chapter 194, Wis. Stats., either alone or in combination being operated on the highways of Wisconsin as a common, contract or private carrier, except farm trucks or private carrier vehicles having a gross weight of 10,000 pounds or less, shall have displayed on both sides of such vehicle:

(a) The name and post office of the carrier who is operating the vehicle;

(b) The certificate or license number if the vehicle is operated by a carrier holding authority from the public service commission of Wisconsin;

(c) The rental company name and registration number if the vehicle is rented or leased from a rental company as defined in Wis. Adm. Code chapter PSC 65.

(d) The operating name and address of the private carrier leasing the equipment under the provisions of Wis. Adm. Code chapter MVD 12, or PSC 65.

(e) The letters PSCW shall be placed directly behind or below the certificate, license or rental company numbers. If the name of any person other than the operating carrier appears on the vehicle, the name of the operating carrier shall be preceded by the words "operated by".

(2) **SIZE, SHAPE AND COLORING OF IDENTIFICATION MARKINGS.** (a) The markings required herein shall be not less than 2 inches in height and not less than ¼ inch brush stroke, and in sharp color contrast to the background on which it is applied. Such identification shall be maintained in such manner as to remain legible while the vehicle is in operation.

(b) If desired, display of identification may be accomplished through use of a removable device so prepared as otherwise to meet the identification and legibility requirements of these regulations. Such device shall be on durable material such as wood, plastic, or metal. These identification placards shall be securely attached to each side of the vehicle so as to minimize loss, damage or deterioration.

(c) If any identification markings not specifically permitted by these rules are proposed for use, written request must be addressed to the administrator of the division of motor vehicles fully describing the proposal and certifying that such identification is not inconsistent

with requirements prescribed herein. Before any such identification device is used, approval for such use must first be obtained from the administrator.

(3) **LETTERING ON TRAILERS AND SEMI-TRAILERS.** Identification on trailers and semi-trailers is not required by this chapter, except as provided for in subsection (4) and section MVD 4.02 (2).

(4) **TANK VEHICLES.** Any tank motor vehicle, tank semi-trailer, or tank trailer used for the transportation of flammable liquids as defined in section 347.49 Wis. Stats., shall be conspicuously and legibly marked on both sides and the rear with the word **FLAMMABLE** in letters not less than 4 inches in height by not less than $\frac{5}{8}$ inch brush stroke in sharp color contrast to the background on which it is applied.

(5) **VEHICLES IN DRIVEAWAY SERVICE.** If a removable device is used on single vehicles in driveaway service, it may either be affixed on both sides or at the rear. In the cases of a combination driveaway operation the removable device may be affixed on both sides of any one of the units comprising the combination, or at the rear of the rear-most unit of the combination.

(6) **EXEMPTIONS.** (a) Any common or contract carrier operating motor vehicles upon the highways of Wisconsin under authority issued by the interstate commerce commission shall be exempt from the requirements of section MVD 4.01 provided such vehicles are in compliance with identification requirements prescribed by the interstate commerce commission. This exemption shall apply to vehicles utilized by the carrier for both interstate and intrastate operation.

(b) An individual using rental company vehicle for the sole purpose of transporting the lessee's personal property from one domicile to another, and return of the empty vehicle to the rental company.

History: Cr. Register, April, 1968, No. 148, eff. 5-1-68.

MVD 4.02 Special vehicle marking requirements. (1) School busses shall be marked according to the provisions of Wis. Adm. Code chapter MVD 17.

(2) Vehicles used in the transportation of explosives shall, in addition to the applicable requirements elsewhere in this order, be marked according to the provisions of Wis. Adm. Code, chapter MVD 6.

History: Cr. Register, April, 1968, No. 148, eff. 5-1-68.

MVD 4.03 Display of registration certificate. No vehicle subject to chapter 194 Wis. Stats., shall be operated upon the highways of Wisconsin unless it carries the current registration, reciprocity, or dual permit certificate issued by the licensing agency.

History: Cr. Register, April, 1968, No. 148, eff. 5-1-68.

MVD 4.04 Removal of obsolete plates, stickers and marking. (1) No motor carrier subject to chapter 194 Wis. Stats., shall operate any vehicle upon the highways of Wisconsin after having affixed to such vehicle the current registration number plate without first removing all expired registration plates, nor having affixed any windshield sticker without first removing all obsolete windshield stickers.

Register, April, 1968, No. 148

(2) No motor carrier subject to chapter 194, Wis. Stats., shall operate any vehicle upon the highways of Wisconsin when there is displayed on such vehicle the identification markings of any operator for whom the vehicle is no longer being operated because of termination of lease or sale of the vehicle. However, nothing prescribed herein shall prohibit display of additional identification or advertising which is not inconsistent herewith.

History: Cr. Register, April, 1968, No. 148, eff. 5-1-68.