Dealer license plates

The Department of Transportation issues dealer license plates to motor vehicle dealers. The plates identify each dealer by its dealer number. Dealers may use these plates for business or private purposes. They may use them only on vehicles the dealer owns and offers for sale or service loaner vehicles. Lending or displaying dealer plates on rental vehicles or vehicles not for sale (not displaying a buyer's guide or Monroney label) is prohibited.

Records

The following records must be kept at the dealership for five years.

Original documents:

- A logbook (record of vehicles bought and sold—may be computerized)
- Wisconsin Buyer's Guide

Copies:

- Purchase contracts
- MV11 Application for Title/Registration (unless electronic)
- Odometer statements
- Consignment agreements
- Dealer reassignment forms for non-conforming titles
- Factory invoices
- Power of attorney forms
- Titles
- Electronic Title/Registration Application
- receipt (if processing electronically)

The records must be available for inspection by a representative of the department during normal business hours.

Disciplinary action and illegal activities

The Department of Transportation is responsible for the enforcement of motor vehicle and salesperson laws and regulations. If you violate the law, you or the dealership may have your license suspended, revoked or denied.

Civil and criminal sanctions can result from illegal activities. For example, a purchaser may sue a dealer or salesperson for damages, including attorney fees, when department rules are violated. Civil proceedings may also result in special orders being imposed upon the dealer and/or salesperson. Criminal proceedings may result in fines, orders of restitution or imprisonment.
Illegal activities
Activities that may result in disciplinary action are outlined in state statutes and the administrative code. The following list provides examples of some prohibited activities:

» Theft or fraud against either the dealership or customer
» Failure to perform any written agreement with any retail buyer, lessee or proposed lessee
» Allowing privately owned vehicles (not on consignment) to be offered for sale on the dealership property
» Selling new vehicles for which your dealer is not franchised
» Submitting title-registration applications later than the maximum seven business days
» Not providing required information to prospective customers
» Providing inaccurate Wisconsin Buyer’s Guide information
» Not providing odometer statements
» Raising the price of a vehicle after a purchase contract has been signed and accepted by the dealer (bushing)
» Illegal advertising practices
» Verbal misrepresentations such as telling customers that a purchase contract can be canceled without a penalty when the contract clearly shows the opposite
» Promoting chain and referral sales by unlicensed salespeople (also known as “bird-dogging”)
» Making a false statement on your salesperson license application
» Failing to pay taxes
» Failing to pay court ordered child support