

How many dealers do business in Wisconsin?

Statewide, WisDOT licenses and regulates approximately 700 new and 2,500 used car retail dealers; 2,000 other businesses, including vehicle manufacturers and wholesale and salvage dealers licensees; more than 20,000 salespeople; and nearly 10,000 Salvage Buyer Identification Card holders and Licensed Vehicle Buyers. WisDOT issues specialized license plates for dealers, manufacturers and other businesses, as well. The total number of licensed dealerships in Wisconsin fluctuates little from year to year. The number of new dealers entering the business annually and the number leaving the business are roughly equal.

Why are dealers inspected?

WisDOT performs more than 800 on-site dealership inspections annually to provide education; evaluate compliance with trade practice, record-keeping and business facility laws; and to resolve consumer complaints. WisDOT also performs approximately 200 on-site audits of third party agents (often dealerships) that issue titles and plates to their customers on behalf of DMV.

What do inspections accomplish?

Dealer licenses are sometimes granted conditionally or denied based on inspection findings. Periodic dealership inspections result in an "All OK" rating or required corrective action by the dealer within 15 days of inspection.

How much do they cost?

There is no fee for inspection.

What's new?

Effective December 4, 2007, WIS-DOT began Titling/Registering/Licensing Neighborhood Electric Vehicles (NEV) and Dealers.

For more information contact:

Bureau of Vehicle Services
 Dealer and Agent Section
 (608) 266-1425
 Email: dealers.dmv@dot.state.wi.us



Source: Field Investigations Unit Work Statistics