



Vehicle Dealer
License Renewal Application
Chapter 218 of the Wisconsin Statutes

Wisconsin Department of Financial Institutions
Licensed Financial Services Section
PO Box 7876
Madison, WI 53707-7876
(608) 261-7578 | www.dfi.wi.gov

Dealer License Type (check only one box) ☐ Motor Vehicle Dealer ☐ Recreational Vehicle Dealer ☐ Motorcycle Dealer		Dealer License Number
Legal Business Name		Trade Name(s) or DBA(s)
Business Street Address, City, State, and Zip		
Business Owner Name(s)		Ownership Percentage(s)
Contact Person Name(s)	Contact Phone Number(s)	Contact Email(s)
☐ Yes ☐ No Does your dealership sell credit insurance?		
☐ Yes ☐ No Does your dealership sell Guaranteed Asset Protection (GAP)?		
Fees: check only one box indicating whether financing or consumer leasing will be offered at your dealership:		
☐ 1. During the next 2 years, our dealership will sell all vehicles on a cash-only basis. \$20 fee due		
☐ 2. Our dealership originates retail installment sales contracts and/or consumer leases. All of the contracts/leases we originate are sold to a third party. \$100 fee due		
3. Our dealership originates retail installment sales contracts and/or consumer leases. Some or all of the contracts and/or leases are retained by our dealership ("buy here pay here").		
☐ a. The total amount of installment contracts and/or consumer leases originated and retained in the last 12 months was \$_____, which is \$100,000 or less. \$100 fee due		
☐ b. The total amount of installment contracts and/or consumer leases originated and retained in the last 12 months was \$_____, which is greater than \$100,000. Fee varies. You may receive a bill.		

X _____
(Signature of Authorized Dealership Agent) (Title) (Date – mm/dd/yyyy)

Notice: This form is required under Wis. Stat. ch. 218. Refusal to fully and accurately provide the above information may result in the revocation of a license. This document can be made available in alternate formats upon request to qualifying individuals with disabilities.

Instructions

1. Complete and sign this renewal application.
2. Write a check for the fee indicated above, payable to "Department of Financial Institutions".
3. Mail the check and signed form to: Department of Financial Institutions, PO Box 7876, Madison, WI 53707-7876.



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License Renewal

Retail motor vehicle dealers, motorcycle dealers, and recreational vehicle dealers must renew their license with both the Wisconsin Department of Transportation (DOT) and the Wisconsin Department of Financial Institutions (DFI) every two years.

In addition to this DFI renewal form, you must also file an application with the DOT to renew your organization's dealership license. You will receive the DOT renewal application separately.

Frequently Asked Questions

Q: We have not been required to file different renewal forms with DFI and DOT for past license renewals. What changed?

A: Due to internal process changes during 2026, the DFI and DOT now send separate renewal forms to dealerships. We appreciate your understanding.

Q: Can we submit the DFI renewal form or payment online or by phone?

A: No, please mail your completed renewal form to DFI along with a check or money order for the renewal fee. While dealers will soon be able to renew their license with DFI online, online filing is not yet available.

Q: Will the DFI notify us once our renewal application has been received?

A: No, your cleared check serves as confirmation that the DFI renewal has been received.

Q: What should I do if I am not renewing this license?

A: Notify the DOT at (608) 266-1425 or dealerlicensingunit@dot.wi.gov.

For other questions, contact the DFI at (608) 261-7578 or DFI_LFS@dfi.wisconsin.gov.