

Dept. of Transportation: DMV adds new, award-winning online service and more helpful resources

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DMV adds new, award-winning online service and more helpful resources

The Wisconsin Department of Transportation Division of Motor Vehicles (DMV) has two new options to help customers complete the most-used form, the Wisconsin Title and License Plate Application (MV1). Customers can complete it online and download or follow new video tutorials to complete the paper form.

The MV1 application is the primary form for titling a vehicle and transferring a new or used vehicle with either a Wisconsin or out-of-state title. The new option lets customers complete the form online. This new [MV1 Online Application](#) was recently recognized for its ease of use and support for consumers. It was honored at this year's Vega Digital Awards for its customer responsiveness, innovation and results under the Government Website categories. It also won "Best in Class" for

government websites at the Interactive Media Awards and an honorable mention at the international 2021 dotCOMM Awards.

“We’re now able to accommodate the 39,000 vehicle title applications each week with greater accuracy and faster results for customers,” DMV Administration Kristina Boardman said. “Nearly 30% of applications were submitted with incorrect calculations prior to this new service. Wisconsin continues to take steps to innovate and provide better customer service.”

This award-winning MV1 online app:

- Walks customers through a series of questions while it enters the information in appropriate fields
- Customizes the data to the vehicle’s specific Vehicle Identification Number (VIN) for improved accuracy
- Automatically applies and calculates title fees, state and local sales tax, wheel tax, and hybrid/electric vehicle surcharges
- Provides a completed form for mailing, including a checklist of other documentation to submit with the application.

More customers are choosing this online format that has a fully-responsive mobile design which can be used on any device. They are completing the online form and downloading it more than 700 times each day, which is nearly three times the average daily downloads of the paper MV1 form itself. The availability of this online application decreased errors that require DMV intervention by 20%. The online application also greatly decreases the number of calls to customer service.

How-to video series is DMV’s newest customer support

To help customers who prefer to complete the paper MV1 form, as well as many other common DMV services, Wisconsin DMV released a series of short, how-to YouTube videos. The [DMV Customer How-to Guides](#) are available in English and Spanish.

“We’re meeting the needs of a new generation of DMV customers and hope they

will continue to look online for easy alternatives and skip the trip,” Boardman said.