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Dept. of Transportation: Wisconsin DMV rolls out new license plate for fleet operators

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The Wisconsin Department of Transportation Division of Motor Vehicles (DMV) debuts a new license plate for qualified fleet operators that is stylish, embossed with “FLEET” and does not need annual registration stickers.

To qualify for the new plate, customers with ten or more standard or light-truck vehicles must be enrolled in DMV’s eMV Fleet Registration System (wisconsindmv.gov/e-MVFleet). Qualifying operators will be able to renew vehicle registration for the fleet at the same time online. Along with the initial $8.50 issuance fee, standard registration and other fees (such as wheel tax) apply. Fleet plates cannot be personalized.

This is the first time Wisconsin has offered a separate fleet-type plate. DMV has more information on this FLEET license plate on its website.

Businesses and organizations with multiple vehicles can also manage their fleet through the online eMV Fleet Registration System. This streamlines the paperwork process for license plate renewals and saves companies staff time and money. Participants of this free service can view their entire fleet on a customizable dashboard, sort and select vehicles scheduled for renewal, renew and pay online.