

# Dealer Licensing Processes

# Dealer Renewal Requirements

- Renewal packets are mailed, via US Postal mail, to all active license holders on approximately the 15<sup>th</sup> of the month prior to your license expiration. Dealers who do not receive their packets by the end of the month prior to license expiration should call dealer licensing to request a copy be e-mailed to them.
- **All renewals are processed in the order received**-late remittance of paperwork will not result in expedited processing.
- All funds are processed first so that the background checks may be run.
  - License fee
  - Plate fees
  - SBI for each owner, officer, or partner-complete legal name including middle initial, and birth date are needed for each
    - If a corporate entity, the following are considered officers for purposes of background checks: President, Vice-President, CEO, CFO, COO, Secretary, Treasurer
  - Arbitration/mediation fee from all new car and used car dealers for retail sales
- Upon receipt of a favorable background check, applications are reviewed for any missing documents-for those missing required documents, a letter is e-mailed immediately outlining the information needed.
- If there are any changes to the business name/DBA, structure, or location, a new application will be required as well as a filing fee.

# Information Required Upon Renewal

## Documents required for processing:

- Complete application signed and dated
- Sales tax certificate – must be submitted by ALL applicants annually except trailer transit, transporter, & loaner licenses – must have accurate business name and address
- If LLC or Inc. Corporate status must be in good standing
  - Legal names and DBAs for corporate entities, including Limited Liability Companies, must be current with the Bureau of Corporations, Elections, and Commissions
- Temporary Plate Log (MVI-01-10A)
- Recyclers required to submit NMVTIS registration ID numbers *AND* MVD-394 recycler zoning form

# Mediation/Arbitration Fees Due at Renewal

- Dealers selling **new** and **used** vehicles **must** collect arbitration/mediation \$1 fee for every motor vehicle sold to a **retail** customer.
  - A \$1 lemon law arbitration program fee must be collected by the authorized new car dealer from the purchaser as part of each new motor vehicle sale agreement.
  - A \$1 consumer mediation service fee must be collected by the used car dealer from the purchaser as part of each used motor vehicle sale agreement.

(Title 10, §1169)
- These fees **must** be paid upon license renewal for the prior 12-month period of the issued dealer's license.
- Dealers **must** list the fee on the sales agreement separately.

## Exceptions:

Mobile homes and commercial vehicles with a G.V.W. of 8,500 lbs. or more are exempt from these fees.



# New Applications and Changes or Additions to Current Licenses

- New applications and certain changes or additions to current licenses require many of the same forms as noted below.
  - Completed Application noting the type of request, i.e., business structure change such as going from an individual ownership to an LLC, change of location, etc.
  - Applicant questionnaire
  - Appropriate fees including application fee if applicable, filing fee, and SBI (Background check) fees for any new owners, partners, or officers being added
    - If a corporate entity, the following are considered officers for purposes of background checks: President, Vice-President, CEO, CFO, COO, Secretary, Treasurer
  - Plot plan with dimensions, zoning form (MVD-363) and/or recycler zoning form (MVD-379), sales tax certificate with legal name-DBA-and address correct
  - Updated insurance or bond if changes in name or location
- This list is intended to provide basic information regarding common scenarios, but it is best to contact **dealer licensing** for complete information.

# Reduce or Increase Dealer Plates

## Reduction of Dealer Plates:

- A dealership must sell 12 vehicles in a 12-month period; if not, there will be a reduction of their dealer plates to two (2) plates. The reduction includes family and service plates, for which the family plate would be required to be surrendered. This law applies to dealers who are not exempt based on 29-A §903.3. A motor vehicle dealer who engages primarily in the sale of vehicles more than 15 years old, emergency vehicles or industrial or farm equipment or who sells only trucks with a gross vehicle weight rating of more than 26,000 pounds is exempt from this subsection.

## Plate Eligibility:

- **Applies to ALL Dealers-even those who are exempt from plate reduction.** The number of plates allowed is based on retail sales as specified in Rule Chapter 103 Appendix A. Dealers whose business increases to a point where additional plates are needed may request more with verification of need.

## Increase of Dealer Plates:

- Additional dealer business plates may be obtained at any time except for dealers subject to plate reduction; they must wait one calendar year. Plates will be issued in accordance with the plate chart and verification of sales will be required to demonstrate the need for more plates.

# Lost Dealer Plates

## MVD-374 & MVD-375

Please complete one of the following forms if a dealer plate becomes lost, mutilated, or destroyed and include \$20.00 per plate and \$0.50 per validation sticker.



Department of  
the Secretary of State  
Bureau of Motor Vehicles

**Notice of Lost Dealer Plate and Request for Replacement Plate**  
(also applies to learner, transporter, and trailer transit)

**Please print and use blue or black ink only.**

Owner's name: \_\_\_\_\_  
 Legal business name: \_\_\_\_\_  
 DBA (if applicable): \_\_\_\_\_  
 Business physical address: \_\_\_\_\_  
 Street \_\_\_\_\_ City/Town/State \_\_\_\_\_ Zip \_\_\_\_\_  
 Shipping address: \_\_\_\_\_  
 Street \_\_\_\_\_ City/Town/State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact name: \_\_\_\_\_ Phone number: \_\_\_\_\_

REPLACEMENT PLATE FEE CHART			
PLATE TYPE	PLATE FEE (per plate)	PLATE TYPE	PLATE FEE (per plate)
New car dealer plate	\$20	Motorcycle dealer plate	\$5
New car vanity plate	\$50	Light trailer dealer plate (under 3,000 lbs. unladen weight)	\$5
Used car dealer plate	\$20	Heavy trailer dealer plate (over 3,000 lbs.)	\$20
Used car vanity plate	\$50	Transporter plate	\$20
Learner plate	\$20	Light wrecker dealer plate (26,000)	\$50
Learner vanity plate	\$50	Heavy wrecker dealer plate (91,000)	\$200
Service plate (new or used car only)	\$50	Trailer transit plate	\$20
Service vanity plate (new or used car only)	\$80	Experimental plate	\$20
Equipment dealer plate	\$20		
Equipment dealer service plate	\$50	<b>Sticker</b>	<b>\$.60 (each)</b>

License type and plate number: \_\_\_\_\_ and Letter of plate: \_\_\_\_\_  
 I hereby certify that the original plate is:  
 Lost  Stolen  Mutilated (i.e. bent, faded, etc.-The mutilated plate must be returned to our office.)  
 Replace plate:  Yes  No      Replace sticker:  Yes  No

If you are replacing plates, please understand, that by applying and receiving replacement plates, you are agreeing to use each plate according to the conditions of the corresponding license issued by the Secretary of State and the authorized user under Maine Motor Vehicle Statutes, Title 29-A.

Application may be emailed to: [Dealerlicensing.bmv@maine.gov](mailto:Dealerlicensing.bmv@maine.gov)  
 Or faxed to: (207) 624-9126

The undersigned hereby certifies that all the information contained herein is true and correct to the best of my/our knowledge and belief. If representing a company, I further certify that I have been authorized by the company to sign on their behalf.

Signature of authorized person \_\_\_\_\_ Printed name \_\_\_\_\_ Official title \_\_\_\_\_ Date \_\_\_\_\_

**BMV USE ONLY**

New plate(s) issued: \_\_\_\_\_  
 New sticker(s) issued: \_\_\_\_\_  
 Issued by: \_\_\_\_\_ Date issued: \_\_\_\_\_

MVD-374 Rev 01/2021      Page 1 of 2  
 133 H Appleton Street, 200 State House Station, Augusta, Me 04333-0029 Tel: (207) 624-9000 Ext. 52168 Fax: (207) 624-9126 TTY Users call Maine relay 711

Lost Plate  
MVD-374



Department of  
the Secretary of State  
Bureau of Motor Vehicles

**Notice of Lost Dealer Sticker and Request for Replacement Sticker**

**Please print and use blue or black ink only.      Sticker fee: .50¢ (each)**

Owner's name: \_\_\_\_\_  
 Legal business name: \_\_\_\_\_  
 DBA (if applicable): \_\_\_\_\_  
 Business physical address: \_\_\_\_\_  
 Street \_\_\_\_\_ City/Town/State \_\_\_\_\_ Zip \_\_\_\_\_  
 Business mailing address: \_\_\_\_\_  
 Street/PO Box \_\_\_\_\_ City/Town/State \_\_\_\_\_ Zip \_\_\_\_\_  
 Business phone number: \_\_\_\_\_ Business fax number: \_\_\_\_\_  
 Contact person: \_\_\_\_\_ Contact phone number: \_\_\_\_\_  
 License type/plate number: \_\_\_\_\_ Number of stickers needed: \_\_\_\_\_

I hereby request a duplicate sticker for the business described above. I certify that the original sticker is:  
 Lost  Stolen  Mutilated (i.e. torn, faded, destroyed, etc.)

Application may be emailed to: [Dealerlicensing.bmv@maine.gov](mailto:Dealerlicensing.bmv@maine.gov)  
 Or faxed to: (207) 624-9126

The undersigned hereby certifies that all the information contained herein is true and correct to the best of my/our knowledge and belief. If representing a company, I further certify that I have been authorized by the company to sign on their behalf.

Signature of authorized person \_\_\_\_\_ Printed name \_\_\_\_\_ Official title \_\_\_\_\_ Date \_\_\_\_\_

**BMV USE ONLY**

New sticker(s) issued: \_\_\_\_\_  
 Issued by: \_\_\_\_\_ Date issued: \_\_\_\_\_

MVD-375 Rev 01/2021      Page 1 of 2  
 133 Hospital Street, 200 State House Station, Augusta, Me 04333-0029 Tel: (207) 624-9000 Ext. 52143 Fax: (207) 624-9126 TTY Users call Maine relay 711

Lost Sticker  
MVD-375

# Sales Promotion

## **Attended Sales Promotion:**

1. Notify Dealer Licensing of the proposed dates and locations of display.
2. Fees: \$ 50 for 7 days or less promotion.  
\$100 for an 8 to 60-day promotion.  
\$150 for more than 60 days, but less than 90 days promotion.
3. May be used in multiple locations.
4. Equipment and Trailer dealers are exempt from obtaining this permit if the promotion does not include a motor vehicle and does not exceed 90 continuous days.

## **Unattended Sales Promotion:**

1. Dealer Licensing *must* receive a written contract with the name of the sponsor and dealership.
2. Fees: \$ 50 for 7 days or less promotion.  
\$100 for an 8 to 60-day promotion.  
\$150 for more than a 60-day promotion.
3. Equipment and Trailer dealers are exempt from obtaining this permit if the promotion does not include a motor vehicle and does not exceed 90 continuous days.

# Sales Promotion

Attended and Unattended Sales Promotions require:

- A completed MVD-379 Zoning Form from the town in which the promotion is occurring.
- A signed contract agreement with property owner.
- A completed MVD-357 application for permit.

All promotion requests require minimum notice to  
BMV Dealer Licensing of 48 business hours.

# **Sales Promotion Continued**

## **Charitable Events**

- Charitable event permits are EXEMPT from fees for attended and unattended sales promotions.
- Organization and/or sponsor information must be provided!
- The sponsor's name, location, and date (s) of the event being held is mandatory.

**All promotion requests require a minimum notice to Dealer  
Licensing of 48 business hours.**

# Permit to Demonstrate

- A request for a Permit to Demonstrate must be submitted with the complete VIN of the vehicle being demonstrated.
- Issued for seven (7) days only.
- Permit May Not be used on leased or rented vehicles.
- This permit is only valid when issued by this office.
- Processing fee: \$1.00
- Permit May Not be issued more than once to the same person or business per vehicle.

**A properly issued permit allows the truck to show it can carry a load of goods.**

# 10K Laden Permit

- Maine dealers licensed as a new car, used car, or equipment, and a heavy trailer dealer can purchase a 10K permit to operate a laden vehicle over 10,000 pounds.
- The load must consist of only one (1) automobile, truck or truck tractor or multiple trailers or equipment that a dealer is licensed to sell.
- \$200 fee valid for 90 Days.

**The Following list contains some of the rules and laws that a dealer must follow.**

**Please refer to the following for more detailed guidance:**

- M.R.S.A Title 30-A
- M.R.S.A Title 29-A
- M.R.S.A Title 17
- M.R.S.A Title 17-A
- M.R.S.A Title 11
- M.R.S.A Title 10
- M.R.S.A Title 5
- Secretary of State Rules and Regulations Chapter 103 and Chapter 104.