

# Dealer Details

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Newsletter of the DMV Business Regulation Section

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Form 735-7022 (3-2021)

## New leadership introduced

The Oregon Dealer Advisory Committee held its first meeting of 2021 on Jan. 28.

As one of his final actions as DMV Administrator, now-retired Tom McClellan appointed me as ODAC Chairperson for 2021 and reappointed these ODAC members whose previous terms expired Dec. 31, 2020:

- Shannon Nill (New Dealer Representative),
- Gary Sargent (Power Sports Representative),
- Jeff Helget (Dismantler Representative),
- Kelly Martin (At-Large Representative),
- Dale Geiger (General Public Representative), and
- Susan Thayer (Office Management Representative).

At the January meeting, ODAC nominated and approved Mary Ann Trout as its Co-Chair for the year.

The other members of ODAC are Robert Lanphere Jr. (New Dealer Rep), Mary Ann Trout (Second Dismantler Rep), Scott Short (Used Dealer Rep), Bryan Steward (Second Used Dealer Rep), Eric Winston (Recreational Vehicle Rep), Bryan Hardy (Auction Rep) and me, Mike Wagner (Tow Company Rep).

There remains a vacancy on ODAC for the Second General Public Representative position. Please let DMV know if you have a nomination for the position.

DMV has a new Field Services Manager, Dave McKay, who DMV Administrator Amy Joyce introduced to ODAC. Dave comes to

DMV from the Oregon Department of Energy, where he spent three years as their Finance and Operations Manager.

Before joining Oregon state government, Dave served our country as a Diplomat in the U.S. Foreign Service, managing staff and operations in our embassies in several countries. Prior to joining government service, he was an executive in private industry, where customer service and stakeholder relationships were paramount.

In addition to a strong resume, Dave impressed the ODOT interview panels with his calm demeanor, depth of experience, and thoughtful responses. We all appreciate access to DMV Field Offices and Dave McKay's hire provides more proof that DMV cares about its customers.

ODAC discussed bills introduced thus far in the Oregon Legislature. There are a couple that may impact the automobile industry. The Summer 2021 Dealer Details issue will provide summaries of any bills passed that could affect vehicle-related businesses.

The next ODAC meeting will be April 22, 2021, via the Internet. Meeting agendas are posted on DMV's website one week before the meeting, and explain how to participate or just listen in. The meetings are open to the public, and I encourage you to attend.

*Mike Wagner*  
ODAC Chair

**Bills discussed at January meeting**

*See Page 4*

# Dealer Handbook updated January 2021

The January 2021 revision of the Title and Registration Handbook is available to view, print, or copy at DMV's website OregonDMV.com.

This revision updates the November 2020 Handbook.

The Handbook is normally updated quarterly. The next revision is scheduled for May 2021, if needed.

You may buy a printed copy from one of these organizations:

- Oregon Independent Auto Dealers Association (OIADA): 800-447-0302; info@OIADA.com; or www.oiada.com.

- Oregon Vehicle Dealers Association (OVDA): 877-541-2277; ovda@ordealers.com; or www.ordealers.com.

Changes in the January 2021 Handbook revision are as follows:

## Cover Page

The cover page reflects the latest revision date of 01-21.

## Chapter H, Odometer

### Disclosure Requirements

The new federal requirement for

odometer disclosures includes a rolling implementation. This requirement is for dealers only. The general public will be required to follow this requirement when Oregon legislation is passed to adopt the federal requirement. A chart is provided on page 1 to help determine the disclosure per year.

## Chapter I, Security Interest Perfection

The Transitional Ownership Document (TOD) date chart has been replaced for the year 2021.

For information in obtaining a TOD Billing Account, or for submitting TODs by FAX, call the Financial and Accounts Unit at 503-945-7996.

When mailing your TOD payment to DMV include the bill stub, check, and mail it separately from any other transaction. Put "Attn: Financial and Accounts Unit – TOD" on the envelope.

## Chapter K, Registration

The Custom Plate Application, Form 205, has been replaced with the latest revision dated 01/21. The

Application for Amateur Radio Operator Registration Plates, Form 231, has been replaced with the latest revision dated 01/21.

## Chapter M, Fees

On Jan. 1, 2021, Multnomah County Registration fees increased from \$19 to \$56 per year.

The Cultural Trust Plate surcharge increased to \$25 per plate.

The Tow/Recovery Vehicles Fee Schedule, Form 148, has been replaced with the latest revision dated 01/21.

The Fee Schedule, Heavy Motor Vehicles and Buses, Form 6013 has been replaced with the latest revision dated 01/21.

The Manufactured Structure Toters Fee Schedule, Form 153T, has been replaced with the latest revision dated 01/21.

The Charitable/Non-Profit Fee Schedule, Form 153, has been replaced with the latest revision dated 01/21.

*Dave Adams  
Vehicle Policy*

## Tips help dismantlers renew license on a first attempt

Most dismantler renewal applications submitted since the implementation of Senate Bill 792 have been rejected on the first attempt, mostly for not meeting the requirements for their fire response plan, or for not including a fire inspection report.

Here are some helpful tips to increase your odds of getting it right on the first attempt:

- Start the process as soon as you get the renewal packet, or even earlier.

- Read the instructions page. There have been many changes since the last time you renewed, and the instructions page covers all of the new requirements.

- Reach out to your local fire inspector as early as possible, as it is often taking several weeks for them to conduct the required inspection.

- Sign your surety bond.
- Make sure you include everything required, or Business Licensing will return the packet to you for corrections, further delaying the

process.

- Late fees will be applied if a complete application is not received within 15 days after your certificate expiration date.

Business Licensing staff are not able to answer questions on the fire response plan or fire inspection report requirements, so please contact Investigator Andy Kapileo at 503-945-5496 or Andy.p.KAPILEO@odot.state.or.us for assistance.

*Business Licensing*

# Proposed Civil Penalties and Sanctions

Dealer	City	Violations Found	Offense	Count	Amount
Yuriy Lupekha	Portland	Acting as a dismantler without a valid dismantler certificate	1	1	\$2,500
Michael Shaun Stevens	Happy Valley	Acting as a vehicle dealer without a current dealer certificate	1	8	\$20,000
Michael Ephrem	Happy Valley	Acting as a vehicle dealer without a current dealer certificate	1	10	\$25,000
VO Motors LLC	Oak Grove	Acting as a vehicle dealer without a current dealer certificate	1	2	\$5,000
		Failure to maintain records sufficient to establish vehicle acquired by lien claimant as the result of a possessory lien	1	1	\$1,000
David Johnathan Smith	Medford	Acting as a vehicle dealer without a current dealer certificate	1	6	\$15,000
Michael Shane Braga	Portland	Acting as a vehicle dealer without a current dealer certificate	2	11	\$55,000
Rodney McConnell	Umatilla	Acting as a vehicle dealer without a current dealer certificate	1	2	\$5,000
MB & Sons Co. LLC	Milton-Freewater	Failure to maintain records sufficient to establish vehicle acquired by lien claimant as the result of a possessory lien	1	2	\$2,000
Matos Towing LLC	Portland	Failure to maintain records sufficient to establish vehicle acquired by lien claimant as the result of a possessory lien	1	2	\$2,000
Sonny Ristick	Happy Valley	Acting as a vehicle dealer without a current dealer certificate	1	3	\$7,500
Johnathan Walter George	Happy Valley	Acting as a vehicle dealer without a current dealer certificate	1	6	\$15,000
Miller Guy	Happy Valley	Acting as a vehicle dealer without a current dealer certificate	1	10	\$25,000
Russell Lee Taylor	Keizer	Acting as a vehicle dealer without a current dealer certificate	2	8	\$40,000
Rock n Rollin Motors LLC	Roseburg	Failure to submit title, fees and all documents to DMV within 90 days	1	1	\$1,000
Flying Carpet LLC (dba Persian Motors)	Cornelius	Failure to furnish title to purchaser within 90 days	2	3	\$3,000
1-Year Probation (on settlement)		Failure to submit title, fees and all documents to DMV within 30 days	2	6	\$1,500
B and I Auto Sales LLC	Portland	Failure to submit title, fees and all documents to DMV within 90 days	4	2	\$2,000
(3 Year Suspension)		Failure to furnish title to purchaser within 90 days	2	1	\$1,000
		Failure to satisfy the interest of any person from whom a vehicle is acquired within 15 days of the date of acquisition	1	1	\$1,000
Jessie C Krause (dba J N K Auto Sales)	Albany	Failure to maintain records in manner allowing for timely/efficient retrieval by Investigator	1	3	\$3,000
(3 Year Suspension)		Failure to allow a DMV administrative inspection	1	1	\$1,000
Sandra Debbie Stone	Salem	Failure to submit title, fees and all documents to DMV within 90 days	1	2	\$2,000
dba Good Fellows Cars and RV's					
(2 Year Probation)					
Cloud Nine Auto LLC	Happy Valley	Knowingly making a false statement of material fact in any DMV document	1	1	\$1,000
(3 Year Suspension)					
Lifestyle Motors LLC	Portland	Failure to submit title, fees and all documents to DMV within 90 days	1	2	\$2,000
(2 Year Probation)		Knowingly making a false statement of material fact in an investigation	1	1	\$500
Brunner Motor Group Inc	Medford	Failure to display an exterior sign clearly visible to major avenue of traffic	2	1	\$250
(3 Year Suspension)		Failure to furnish title to purchaser within 90 days	1	1	\$1,000
		Failure to provide a means for the public to contact dealer during business hours	2	1	\$250
		Failure to satisfy the interest of any person from whom a vehicle is acquired within 15 days of the date of acquisition	1	1	\$1,000
		Failure to submit title, fees and all documents to DMV within 90 days	1	1	\$1,000
		Failure to maintain proper vehicle dealer records	2	2	\$2,000
		Failure to furnish title to purchaser within 90 days	1	1	\$1,000
		Failure to allow a DMV administrative inspection	1	2	\$1,000
		Knowingly making a false statement of material fact in any document	1	2	\$1,000
Robert L and Carol L Hood (dba Bob and Carol's Family Auto Center)	Klamath Falls	Failure to submit Dismantler's Notice to DMV within 30 days	2	8	\$2,000
Pacific Recycling Inc	Eugene	Failure to satisfy the interest of any person from whom a vehicle is acquired within 15 days of the date of acquisition	1	1	\$1,000
Pacific Northwest Auto Brokers LLC	Tualatin	Failure to submit title, fees and all documents to DMV within 90 days	2	5	\$5,000
Whip City Auto LLC (3 Year Suspension)	Hermiston		1	1	\$1,000
Auto Dynamics Inc (3 Year Suspension)	Milwaukie	Failure to allow a DMV administrative inspection	2	1	\$250
		Failure to display an exterior sign clearly visible to major avenue of traffic	2	1	\$250
McCurry Baker City Motors LLC (dba Baker City Auto Ranch)	Baker City	Failure to submit title, fees and all documents to DMV within 90 days	1	2	\$2,000
		Failure to submit title, fees and all documents to DMV within 30 days	2	2	\$500

NOTE: Civil penalty amounts may not reflect settlements or judgments

# Pacific Wonderland plates get new look

When DMV ordered new sets of Pacific Wonderland license plates in September 2020, it exhausted the current configuration of these license plates that start with a 9.

DMV will start issuing a new configuration using a 0 (zero) as the first digit instead of 9. For example: 0A-0000.

In addition, the manufacturing process used to produce the Pacific Wonderland license plates will change with this order. The plates will now be produced using a print-to-emboss, or P2E, process where the sheeting is fully digital and the configuration is embossed after the sheeting is applied to the aluminum.



DMV soon will exhaust the current Pacific Wonderland license plates that begin with a 9 (top) and replace them with a series that starts with a zero.

Plates made using this process will be much more visible at night

for law enforcement. The differences between the old and new plates will be visible. The new plates are brighter in color, and the configuration letters are a thicker font.

DMV expects to start issuing the plates with the new configuration and manufacturing process sometime early this year. DMV first will exhaust its supply of 9-series plates before issuing the new plates.

Dealers may ask DMV-related questions by calling 503-945-5000 – 503-299-9999 in the Portland Metro Area – or visit OregonDMV.com. DMV call centers are very busy with customers, so please expect your call to take some time.

## Customers need dealer-DMV teamwork

2020 presented challenges to DMV and its mission to provide timely customer service.

As you know, DMV has a huge backlog, and we are not serving customers the way that we should. We are working to reduce the backlog and have some new customer tools, including an online fee calculator and an online payment tool for applications that are only missing a fee.

These tools will reduce fee errors and processing time. But we need to do more, and we need your help.

Dealers are not just customers of DMV; they are our agents. As such, we have higher expectations of the paperwork they submit. While many meet this standard, many unfortunately do not. We've found that DMV staff spend significant time correcting dealer paperwork and in some cases have fostered a dependency on this support.

Our staff have a strong customer service focus and value the relation-

ships they've built with dealers. But dealers are not really the customer; they are our partner in serving our mutual customers. As partners, we need to improve our customer service.

My challenge to DMV and our dealer agents is to build a stronger, more efficient program that will deliver the kind of service our customers deserve. To that end, DMV is initiating a Dealer Partnership Improvement Project and will seek representatives from the dealer community to help us identify the tools, training and support we need to make this a success.

We'll be working closely with ODAC members and the dealer associations, so stay engaged and contact them to share your thoughts. Together we can make 2021 not only a year of recovery, but a fresh start on a successful partnership that truly serves Oregonians.

*Amy Joyce*  
DMV Administrator

## 2021 Legislative Bills

The Oregon Legislature convened Jan. 11 for the 2021 session.

Here are some bills discussed at the January ODAC meeting:

- **Senate Bill 466:** Creates Abandoned Recreational Vehicle Disposal Revolving Account within State Highway Fund. (Zombie RV Bill).

- **SB 300 & SB 472:** Establishes State Board of Towing within Department of Transportation.

- **SB 591:** Provides that person may replace registration plate with duplicate registration plate without being charged fee for customized plate.

- **House Bill 2690:** Alters passenger motor vehicle registration fee from flat rate to fee based on formula calculated from age, weight, list price and miles per gallon or miles per gallon equivalent of vehicle.

- **HB 3031:** Establishes limits for charges for motor vehicle towing and storage not requested by vehicle owner or operator, updating fee restrictions every two years.