

Dealer Details

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Form 735-7022 (8-2016)

Trends, plans for future discussed

The Oregon Dealer Advisory Committee's third-quarter meeting was July 28.

Chuck Hoffman, DMV Licensing Unit Lead, reported that comparing the first quarter of 2016 to the second quarter, there was an increase in new applications for franchise and non-franchise vehicle dealers. There are about 2,041 franchise (356) and non-franchise (1,675) vehicle dealers in Oregon.

Larry Purdy, Chief of Investigations, shared with ODAC that compared with the same six-month period in 2015, the number of dealer-related complaints increased over 100 percent, and the number of civil penalty and sanction reports drafted by Business Regulation investigators grew 60 percent. ODAC commends Business Regulation's response to dealer complaints as it helps to decrease consumer harm. Good job, Larry and his team!

Val Schoenfeldt, Senior Legislative Analyst at DMV, explained DMV's three legislative concepts for the 2017 session:

- Legislative Concept (LC) 562, Driver License Efficiency, eliminates the requirement for DMV to conduct 3-wheel motorcycle skills tests; and proposes to eliminate ORS 807.050(2), which requires an applicant for a driver license or permit to indicate if they were ever issued a driver license or permit, when the license or permit was issued, what jurisdiction issued the license or permit, whether the license or permit was suspended or revoked, and the reason for the suspension or revocation.

- LC 566, Fee Concept, streamlines DMV's fee statutes for clarity and consistency, and proposes to increase some DMV fees to recover the cost of doing business.

- LC 568, Commercial Driver License (CDL) Concept, aligns various DMV statutes with federal law. The largest impact item in this concept is the creation of the National Registry for the CDL Medical Card.

Mark Cadotte, Processing Services Group Manager, provided an update on Electronic Vehicle Registration and Titling

(EVR). There are 95 dealers in process and about 35 dealers signed up with Vitu. Learn more on **Page 4** of this issue and at www.vitu.com.

Front license plate placement was a surprisingly interesting topic at the recent ODAC meeting. DMV's legislative liaison, Amy Joyce, shared the concern she'd heard from judges in traffic court cases. An Oregon Court of Appeals case from 2008 determined that the plate must be on the "foremost" part of the vehicle – the bumper or grille. Putting the plate in the windshield is **not** legal. The judges told Amy that when people come to court to fight this ticket, the owner frequently says the dealer told them the windshield is a legal place to put the plate. And the judges rule against the owner every time. Here's the link to the case: www.publications.ojd.state.or.us/docs/A133428.htm. The group shared that parking enforcement staff in some larger Oregon cities issue this ticket often. Be sure to update your staff.

Ben Kahn, DMV's Service Transformation Program (STP) Manager, presented an update to the group on STP's key milestones met and those planned for the future. DMV continues to make progress on its business processes, needs and rules (BPNR) project. This is where DMV creates, with the assistance of a business needs vendor, detailed lists of requirements for DMV's new vehicles and drivers system.

DMV is currently in the evaluation and scoring phase of a procurement process to select a commercial-off-the-shelf (COTS) product. This product will upgrade and replace obsolete systems and other technical infrastructure. A significant milestone anticipated in July 2017 is beginning work to replace the first core system. We will receive more updates on STP in the future.

The next ODAC meeting will be Oct. 27 at DMV Headquarters, 1905 Lana Ave. NE, in Salem. All are welcome.

Dan Nicholson
ODAC Chair

Dealer Handbook updated in August '16

The August 2016 revision of the Title and Registration Handbook is available to view, print, or copy at www.oregondmv.com. This revision updates the May 2016 Handbook. The Handbook is normally updated quarterly. The next revision is scheduled for November 2016.

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

- Oregon Independent Auto Dealers Association (OIADA), 1-800-447-0302; info@OIADA.com; or www.oiada.com

- Oregon Vehicle Dealers Association (OVDA), 1-877-541-2277; ovda@ordealers.com; or www.ordealers.com

Changes in the August 2016 Handbook revision are as follows:

Cover Page – The cover page reflects the latest revision date of 08-16.

Chapter E, Releases of Interest – The Vehicle Bill of Sale, Form 501, has been replaced with the latest revision, dated 6-16.

Chapter K, Registration – The Application for Registration, Renewal, Replacement or Transfer of Plates and /or Stickers, Form, 268, has been replaced with the latest revision, dated 6-16. The Custom Plate Application, Form 205, has been replaced with the latest revision, dated 4-16. The Application for Amateur Radio Call Letter Registration Plates, Form 231, has been replaced with the latest revision, dated 6-16.

The 2015 Legislature approved the issuance of Portland Trail Blazers registration plates. This plate was authorized to support charitable initiatives through the Trail Blazers Foundation established by the Portland Trail Blazers. DMV begins issuing the Portland

Trail Blazers plates Sept. 1, 2016.

Chapter M, Fees – The 2015 Legislature approved the issuance of Portland Trail Blazers registration plates. This plate was authorized to support charitable initiatives through the Trail Blazers Foundation established by the Portland Trail Blazers. DMV begins issuing the Portland Trail Blazers plates Sept. 1, 2016.

Chapter R, Dealers – The Oregon Independent Auto Dealers Association (OIADA), has moved. Their new address is:

Oregon Independent Auto Dealers Association

9150 SW Pioneer Ct. Suite H
Wilsonville, OR 97070

Index – References to the Portland Trail Blazers plate have been added to the index.

*Dave Adams
Vehicle Policy*

Trail Blazers license plate available starting Sept. 1

The 2015 Legislature authorized the issuance of a new specialty license plate called the “Trail Blazers” registration plate. The new plate will be available to the public starting Sept. 1, 2016.

Trail Blazers plates will be available for passenger vehicles only and have their own unique background. The plate configuration will have two alpha characters on the left of the plate, one above the other, followed by five numeric characters.

The Trail Blazers plate configuration will start with TB 00001. An additional configuration starting with TD 00001 will be used when the plates reach the end of the TB series with TB 99999. Trail Blazers license plates will also be available as Custom and Amateur Radio Op-



erator (Ham) plates.

A surcharge of \$40 is required at the time of issuance of the Trail Blazers plates and \$40 upon each registration renewal. The Trail Blazers license plate surcharge is \$40 regardless of whether the customer is receiving a two-year or four-year registration. The surcharge is NOT doubled.

If a customer purchases Trail Blazers plates and later decides they do not want them, the plate transaction is not eligible for a refund.

Trail Blazers license plates will be available at DMV field offices,

through the mail from DMV headquarters and through participating Electronic Vehicle Registration (EVR) dealerships.

To order a set: In the “Remarks” section at the top of the Application for Title and Registration, Form 226, or the Application for Registration, Renewal, Replacement or Transfer of Plates and/or Stickers, Form 268, write “Trail Blazers.” Collect the plate fee, the applicable replacement fee (\$5 or \$10) and the \$40 surcharge in addition to any other required fees. The Form 268 will be revised to include this new plate option.

DMV related questions may be directed to (503) 945-5000 or (503) 299-9999 (Portland Metro Area), or visit the DMV website at www.oregondmv.com.

DMV Vehicle Programs

Dealer Sanctions

Dealer	City	Violations Found	Offense	Count	Amount
Civil Penalties					
Bobbys Auto Sales LLC	Portland	Failure to submit fees and title application to DMV within 30 days	2	3	\$750
		Failure to furnish title to the purchaser within 90 days	1	1	\$1,000
		Failure to furnish title to DMV within 90 days	1	1	\$1,000
LBMP LLC dba BMW Portland (6 MTH Probation)	Portland	Failure to furnish title within 90 days	1	2	\$2,000
Westside Motors LLC dba Westside Motors	Ontario	Violation of DMV Temporary Registration Permit Issuance Rules	2	12	\$600
Town Center Motorcycle Inc dba Yamaha Sports Plaza	Fairview	Failure to submit all documents to DMV necessary to transfer title within 90 days	2	1	\$1,000
Lithia Klamath Inc dba Lithia Klamath Falls Auto Center		Failure to furnish title within 90 days	3	1	\$1,000
Mitchell H Davis dba Highlakes Auto Sales		Failure to submit fees and title application to DMV within 30 days	2	2	\$500
TNT Autos LLC (1 YR Probation)		Failure to notify purchaser/lien holder of delay in title documents within 25 days	2	3	\$750
	Klamath Falls	Violation of DMV Temporary Registration Permit Issuance Rules	2	1	\$50
		Failure to satisfy a prior security interest within 15 days	1	1	\$1,000
		Failure to furnish title within 90 days	1	1	\$1,000
	Sunriver	Failure to obtain a corrected dealer certificate	1	1	\$500
	Portland	Failure to maintain proper records	2	3	\$750
		Failure to submit title to DMV within 90 days	1	7	\$7,000
Drive Credit LLC (3 YR Suspension)	Portland	Failure to submit fees and title application to DMV within 30 days	2	15	\$3,750
		Failure to submit all taxes or fees due this state or another jurisdiction	1	6	\$9,000
		Failure to satisfy interest in a vehicle within 15 days	1	2	\$2,000
		Failure to submit title to DMV within 90 days	1	21	\$21,000
Zachary S Hespen dba Optimal Motors	Dexter	Failure to furnish title within 90 days of the date of the transfer of interest	1	1	\$1,000
George Ephrem dba You and Me Auto Sales (3 MTHS Agent Status Suspension)	Salem	Failure to submit fees and title application to DMV within 30 days	3	1	\$500
Dynasty Motors LLC	Portland	Failure to maintain records in manner allowing timely and efficient retrieval	1	1	\$250
		Charging title/registration processing fee without submitting title documents to DMV	1	1	\$250
		Failure to furnish title within 90 days	1	1	\$1,000
		Failure to submit title to DMV within 90 days	1	1	\$2,000
All Cars Auto Sales LLC	Lake Oswego	Failure to submit title application for purchaser to DMV within 90 days	2	1	\$1,000
Speed Sports Inc	Milwaukie	Failure to satisfy interest in a vehicle within 15 days	1	1	\$1,000
		Failure to submit fees and title application to DMV within 30 days	3	1	\$500
Pine Auto Sales LLC (1 YR Probation)	Salem	Failure to satisfy interest in a vehicle within 15 days	2	1	\$1,000
Affordable Auto Wholesale Inc (1 YR Suspension)	Salem	Issuing DMV a dishonored check	1	1	\$1,000
	Portland	Issuing DMV a dishonored check	1	8	\$8,000
		Failure to satisfy interest of the selling dealer within 15 days of receiving clear title	1	1	\$1,000
		Failure to submit title to DMV within 90 days	2	12	\$12,000
Craig Lewis Coe	Portland	Acting as a vehicle dealer without a current dealer certificate	1	8	\$20,000
Michael Selmer	Stayton	Acting as a vehicle dealer without a current dealer certificate	1	7	\$17,500
Sierra Akers	Lebanon	Acting as a vehicle dealer without a current dealer certificate	1	5	\$12,500
Paul Clifton Crawford Sr	Winston	Acting as a vehicle dealer without a current dealer certificate	1	6	\$15,000
Michael Allen Secor	Salem	Acting as a vehicle dealer without a current dealer certificate	1	7	\$17,500
Norman Steach Jr	Oregon City	Acting as a vehicle dealer without a current dealer certificate	1	9	\$22,500
Jeremy Jermaine Thomas	Eugene	Acting as a vehicle dealer without a current dealer certificate	1	3	\$7,500
Robert Emerson Moyer	Portland	Acting as a vehicle dealer without a current dealer certificate	1	9	\$22,500
Adam Richard Wall	Stayton	Acting as a vehicle dismantler without a current dismantler certificate	1	1	\$2,500

NOTE: Fines and sanctions for dealers and unlicensed dealers may not reflect settlements

EVR pilot successful, service expanding

DMV and our new Electronic Vehicle Registration (EVR) partner, Vitu Oregon, have launched the new EVR service. With the help of the EVR team at Dick Hannah dealerships, a pilot launch started with new and used passenger vehicles.

Over the next few months, DMV and Vitu Oregon will continue to bring other vehicle types online.

This service offers technology that increases the accuracy of your registration and titling process. Gary Tharp, DMV's EVR2 Project Manager said, "I'm pleased with Vitu's engagement. Their central-issuance model ensures that temporary registration cards, plates and stickers are delivered promptly to customers."

DMV will not process electronic transactions from the previous service provider, CVR, after Aug. 17, 2016. Because there is a two-day delay from the time you finish a transaction and when CVR does the final transmission to DMV, the last day you can complete a transaction



Photo courtesy Dick Hannah dealerships

Lori Lane (far left) and Tammy Higgins (far right) from Dick Hannah dealerships were excited to be the first to send live transactions in the new EVR system.

via CVR is **Monday, Aug. 15**. If you start a transaction in CVR but cannot complete it by end of day on Aug. 15, please proceed as follows:

1. If plates and stickers have not been issued yet, back out the transaction from CVR and either:

a. Submit the transaction through Vitu;

b. Submit the transaction to a DMV local dealer center/field office; or

c. Mail to: DMV, Attn. Vehicle Mail 1, 1905 Lana Ave NE, Salem, OR 97314

2. If you already have plates/stickers issued through CVR, you must back out the transaction from CVR and mail to the same address

as above.

DMV recommends that your dealership start accounting for your inventory of plates and stickers and order just what you plan to use by Aug. 15.

If you are switching to Vitu as your EVR service integrator, contact Vitu Oregon to discuss signing up for their EVR service. Vitu requires a copy of DMV's EVR Dealer Application

as part of your registration package. You can find the updated form on DMV's EVR web page, www.oregon.gov/ODOT/DMV/Pages/vehicle/EVR.aspx.

Once your application is submitted and approved, Vitu Oregon will contact you to schedule your installation. This activity includes pre-installation, technical review and training.

"The DMV and dealer community have been great to work with," said John Brueggeman, President of Vitu. "Everyone we've talked with is excited to take Vitu for a spin. The launch product is a success."

Nina Junco

DMV Program Services

Tips on replacing dealer plates, submitting paperwork

Replacing old dealer plates

If a dealer has an old, banged-up plate that they want replaced with the exact same lettering, they can return the old plate to DMV and pay a fee of \$22. The cost for a motorcycle dealer is \$15.

In order to get a replacement plate a dealer must turn in the old plate they want to replace.

If dealers are replacing the plate when renewing their dealer certificate they must add the plate renewal fee to the cost. Otherwise, dealers can purchase a new plate.

When submitting Original and Renewal Applications

- Make sure to provide Business Regulation your current mailing address, especially if it is different from your business address.

- All persons affiliated with the dealership who are listed on the Secretary of State Business Registry must be listed on the original/renewal application, sign the application and provide a copy of current, valid identification. The application may contain more responsible parties than what is shown on the Business Registry.

DMV Business Regulation