

2201 W. Broad Street
Suite 104
Richmond, Virginia 23220
Phone: (804) 367-1100
FAX: (804) 367-1053
E-mail: dboard@mvdv.virginia.gov
Website: www.mvdv.virginia.gov
Bruce Gould, Executive Director
Peggy Bailey, Office Manager
Frank McCormick, Field Rep. Supervisor

NOTE: We make every effort to ensure information in *Dealer Talk* is accurate, but it is not a substitute for legal advice.

Motor Vehicle Dealer Board Mission Statement

The Motor Vehicle Dealer Board will administer sections of the Commonwealth's Motor Vehicle Dealer Laws and regulations as charged; while providing a high level of customer service for the automotive consumer and dealer community.

In This Issue

PoD One Year Anniversary	. pg 1
Form DSD-27 Updated	. pg 3
Board Actions pg 4
Did You Watch MVDB on the Web? pg 4
D-O Course Schedule pg 5

PRINT ON DEMAND TAGS ONE YEAR ANNIVERSARY

More than 700 Virginia dealers are participating in the Department of Motor Vehicles' (DMV) Print-on-Demand temporary tags program only one year after the program was launched. Since December 2009, dealers have printed nearly 30,000 Print-On-Demand temporary tags from their printers.

DMV requires that all new dealers who wish to issue temporary tags sign-up for the Print-on-Demand temporary tags program and existing dealers who wish to issue temporary tags must sign-up by May 1, 2011.

The vendor-operated program uses software to allow dealers to electronically transfer vehicle and owner information to DMV, and produces a unique temporary tag number and expiration date. Participating dealers are finding the program helpful in many ways by making the temporary tag process easier and more efficient. It has also cut down on the "black market" demand for temporary tags since the tag number and vehicle's VIN are connected.

Temporary tags print on white 8 ½ x 11 paper from your printer. The tag attaches to the vehicle via a plastic sleeve that DMV provides. The vehicle information, including your dealer's name, appears on the tags. A temporary registration card prints on the same sheet and is given to the customer to place in the vehicle.

DMV stores the vehicle information and the temporary tag's expiration date in its records. Law enforcement can access this information through the Virginia Criminal Information Network (VCIN).



Calendar of Events

**All Meetings held at DMV
Headquarters
2300 W. Broad Street, Room
702 Richmond, VA**

Monday, January 10, 2011

Time: 9:00 a.m.

**Dealer Practices Committee
Meeting**

Monday, January 10, 2011

Time: Immediately following Dealer
Practices

Licensing Committee Meeting

Monday, January 10, 2011

Time: Immediately following
Licensing

Advertising Committee Meeting

Monday, January 10, 2011

Time: Immediately following
Advertising

**Transaction Recovery Fund
Committee Meeting**

Monday, January 10, 2011

Time: 10:00 a.m.

Full Board Meeting

NOTE: Meetings may begin later,
but not earlier than
scheduled.

PRINT ON DEMAND TAGS ONE YEAR ANNIVERSARY

(Continued from page 1)

The system tracks the number of temporary tags issued to each dealer on a monthly basis. Dealers pay \$2 for each set of temporary tags issued and can issue reprints at no charge. The payments are made to DMV through the vendor.

Benefits to dealers include:

- No inventory to track
- No requirement to obtain DMV permission to purchase or issue subsequent sets
- No increase in cost
- Ability to inquire on a tag number and get owner name, address, vehicle description, as well as issue expiration dates
- Real-time update to DMV's records
- No need to order or stock temporary tags
- No unauthorized use of temporary tags
- Quality product tested in extreme weather conditions in Arizona, Florida and Montana
- Both regular and motorcycle sizes
- Ability to recall transactions
- Ability of dealership to display corporate logo

This customer-friendly service was created with dealer and law enforcement input to ensure your business needs are met.

If you are not already using the Print-on-Demand temporary tags program, you should begin depleting your existing stock of cardboard temporary tags.

For more information or to learn how to sign-up, visit www.dmv.virginia.gov/webdoc/commercial/dealer/pod_intro.asp or contact the Print on Demand Help Desk at (804) 367-1474 or podtemptag@dmv.virginia.gov

HOLIDAYS HOURS

In observance of the upcoming holidays, all state agencies, including the Dealer Board, will be closed on the following dates:

CHRISTMAS

December 23 & 24, 2010

NEW YEARS

December 31, 2010

LEE-JACKSON DAY

January 14, 2011

MARTIN LUTHER KING DAY

January 17, 2011



**HAVE A SAFE AND HAPPY
HOLIDAY AND A HAPPY
NEW YEAR FROM THE:
MOTOR VEHICLE
DEALER BOARD!**



FORM DSD-27 UPDATED

The Department of Motor Vehicles updated the form DSD-27 Permit to Use Dealer's License Plates. The changes reflect input from the Motor Vehicle Dealer Board to ensure your business needs are met. Effective November 15, 2010, the new form has the following changes:

- a new retention period - now five years
- a customer signature line
- a statement that law enforcement officers may inspect the form
- removal of the fax and email fields which were replaced with telephone and cell phone numbers
- removal of the "Authorized time for plate use..." section
- removal of the "24 hour" and "5 days" check boxes

This link will take you to the new form: [DSD-27. \(www.dmv.virginia.gov/webdoc/pdf/dsd27.pdf\)](http://www.dmv.virginia.gov/webdoc/pdf/dsd27.pdf). You are encouraged to "bookmark" or add the on-line form as a "favorite" on your computer. Using this method you can easily bring the form up on your computer, type-in the required information and print it for your customer.

As noted above, completed DSD 27's must be retained for five years. As the instructions are on the back of the form, when making a copy for your records, it is not necessary to make a copy of the back of the form.

You may deplete existing supplies of DSD-27s before ordering the revised form.

DID YOU WATCH US ON THE WEB?

With the help of DMV, all MVDB Board meeting are broadcast live on the internet. To watch a "rerun" of the November MVDB meeting click this link: http://www.dmvnow.com/webdoc/media/video/live_event.asp. Scroll down to the archives and look for the November 8th meeting.

The next Motor Vehicle Dealer Board meeting, which is scheduled for January 10 at 9:00 am, will broadcast live on the WEB once again. A hot link will be posted on the MVDB Home Page (www.mvdb.virginia.gov) for a quick and easy connection to the broadcast. Mark your calendars now!



BOARD ACTIONS

Keith Slaydon and Carmart Auto Sales. Field representative Jackson attempted to conduct a random inspection of this Harrisonburg dealership in February of 2010 only to find the dealership closed during its posted business hours. As a result, an educational/warning letter was sent to the dealer. Mr. Jackson made several additional attempts to conduct an inspection of this dealership only to find it closed. This pattern of not being opened resulted in the convening of an informal fact-finding conference on July 1, 2010 to address the alleged violations of VA Code Sections 46.2-1533 (failing to maintain business hours) and 46.2-1575(2) (failure to comply subsequent to receipt of a written warning/willful failure to comply). Based on the information provided at the conference and the hearing officer's report, the Board voted to assess a \$500 civil penalty; require that Mr. Slaydon's dealership be the subject of a satisfactory inspection and that Mr. Slaydon complete the dealer-operator class. If the inspection is not satisfactory or if Mr. Slaydon fails to complete the course, his dealer's license will be suspended.

Clarence A. Thomas and Thomas Auto Works. An inspection of this Lynchburg dealership in May of 2009 revealed a number of record keeping problems. Two letters were sent to Mr. Thomas after that inspection informing him of his record keeping deficiencies and requiring that he respond to the letters. He did not respond to either letter. A re-inspection was completed in September of 2009 and all problems had been corrected. In April of 2010, an inspection revealed a number of serious record keeping problems. As a result, on September 14, 2010, an informal fact-finding conference was conducted to address the alleged violations of VA Code Sections 46.2-1529 (failure to maintain all dealer records on the premises of the licensed location), 46.2-1548 (dealer plate records required), 46.2-1550 (improper use of or permitting the improper use dealer's license plates), 46.2-1559 (violation of record keeping for temporary tags) and 46.2-1575(2) (failure to comply subsequent to receipt of a written warning). Based on the information provided at the conference and the hearing officer's report, the Board voted to assess a \$100 civil penalty; require that Mr. Thomas' dealership be the subject of a satisfactory inspection and that Mr. Thomas complete the dealer-operator class. If the inspection is not satisfactory or if Mr. Thomas fails to complete the course, his dealer's license will be suspended.

Dealer-Operator Course

The Virginia Community College System and the Virginia Independent Automobile Dealers Association (VIADA) have teamed up to present a two-day Dealer-Operator course. The following is a list of up-coming classes. The list is regularly updated on our WEB site at <http://www.mvdb.virginia.gov/licensingprocess.htm>.

IMPORTANT NOTICE TO ALL PROSPECTIVE DEALERS

The dealer-operator of any new independent motor vehicle dealership is required to successfully complete a course of study before they will be allowed to take the independent dealer-operator qualification test at any DMV Customer Service Center. "Grandfathered" dealer-operators, title clerks and salespersons are encouraged to take the course as well.

Course Schedule

2011

January 11 & 12 - Germanna Community College, Fredericksburg

Contact: Susan Brown; 540-891-3012; www.gcc.vccs.edu/workforce

January 25 & 26 - Patrick Henry Community College, Martinsville Campus

Contact: Registration; 276-656-0260; www.ph.vccs.edu

February 8 & 9 - Paul D. Camp Community College, Franklin

Contact: Renee Brown; 757-569-6050; www.pdc.edu/workforce-development

February 22 & 23 - Virginia Western Community College, Roanoke

Contact: Tina Trudeau; 540-767-6131; www.virginiawestern.edu

March 8 & 9 - Northern Virginia Community College, Reston

Contact: Claire Wynn; 703-450-2551; www.nvcc.edu/loudoun/continuing

March 22 & 23 - New River Community College, Dublin

Contact: Kathy Ridpath at 540-674-3633; www.nr.edu/workforce/

April 5 & 6 - Lord Fairfax Community College, Middletown

Contact: Registration; 540-868-7021; www.lfccworkforce.com

Registration materials and information are available from each of the Community Colleges' WEB site or by calling the individual college.

The cost is \$325 if you register at least two weeks prior to the date of the course. The fee is \$375 after that date.