



WISCONSIN LEGISLATURE

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Kooyenga, Neylon Bill Helps Bring Car Buying Into the 21st Century

MADISON, Wis. – A bill circulated today by Sen. Dale Kooyenga (R-Brookfield) and Rep. Adam Neylon (R-Pewaukee) would take a big step forward in modernizing car buying by allowing electric vehicle manufacturers to sell their vehicles directly to consumers.

The Kooyenga-Neylon bill would enable electric vehicle manufacturers to sell directly to consumers in Wisconsin either online or at manufacturer-owned dealerships, without the need to go through a traditional dealership.

Under current law, vehicle manufacturers are prohibited from operating or controlling a motor vehicle dealership in Wisconsin or selling cars directly to consumers. Originally meant to protect dealerships from losses they may face after investing in inventory, this law has become obsolete and will increasingly limit consumer options in the future as consumers become even more comfortable with online buying.

Online retail sales increased by an [astounding 39.1%](#) over the past year, and the growing interest in online shopping is not limited to basic retail goods. According to one study, [up to 33%](#) of new car purchases, from browsing to buying, will be conducted online in the U.S. by 2035. Today, more than [70% of consumers](#) want to conduct at least some part of the car buying process online.

Right now, there are multiple electric vehicle manufacturers that would now be allowed to sell directly to consumers in Wisconsin as a result of passage of this bill: Fisker, Rivian, Lordstown, Lucid, and Tesla. Other major manufacturers have launched or are likely to launch new all-electric models as well in the coming years as the market for all-electric vehicles continues to grow.

“In the 21st Century, making purchases of all kinds online has become the norm and this trend will only keep growing in the future. This bill opens an important avenue of commerce currently denied to consumers by state law,” **said Sen. Dale Kooyenga.**

“Electric vehicle sales have continued to rise in recent years across the country. As usual, consumer demand drives what happens in the marketplace, and because most EV manufacturers do not use a dealership business model to sell their vehicles, this bill responds to the increasing demand in the marketplace,” **said Rep. Adam Neylon.**

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