

General Information

- ◆ A **\$15.00** personalized plate fee is required EACH year in addition to the regular annual registration fee.
- ◆ Biennial license plates for motorcycles or farm trucks require **\$15.00** personalized plate fee for EACH year of registration.
- ◆ If your request has already been issued to someone else, it will be denied.
- ◆ No refund or adjustment will be made for a change of choice or spacing after the plate has been ordered, or if the application is unclear or incorrectly completed.
- ◆ The department may refuse to issue a request which may be offensive to good taste or decency, misleading or conflict with the issuance of any other license plates.
- ◆ The department is authorized to recall, after issuance, a plate that is discovered to be obscene or otherwise offensive.
- ◆ If you are requesting a plate which the current owner no longer wants OR are changing to a different personalized plate, the "Release of Personalized Plates" must be completed and signed.
- ◆ Allow approximately 4-6 weeks for the manufacturing process, after Certificate of Registration is received.
- ◆ If you wish to just reserve the plates at this time, omit the vehicle information and check box: "Reserve Only."
- ◆ If you have questions, call **608-266-3041**;
e-mail: special-plates.dmv@dot.state.wi.us
or write to the address given on other side.

Type of Plate Abbreviations

AUT	Auto
MTM	Motor Home
CYC	Motorcycle
LTK	Truck
FRM	Farm Truck



Personalized

License

Plates

Application

Personalized Plates are available for:

- ◆ Automobile
- ◆ Motor Home (annual registration only)
- ◆ Motorcycle
- ◆ Truck
 - ◆ 4,500, 6,000 or 8,000 pound gross weight including dual purpose farm, dual purpose motor home, and "for hire"
 - ◆ 12,000 pound gross weight farm truck

Social Security Number

If you are applying as an individual, you are required to provide your Social Security Number, pursuant to 1997 Act 191, for the purposes of s.49.22 Wis. Stats. Under the Social Security Act, 42 USC s.405(c)(2)(C)(i), the department and other state and federal agencies may use the Social Security Number for purposes authorized by law.

Legal Operation

To legally operate your vehicle, you must display license plates within two business days of purchase. If you do not have current plates, apply to a DMV Customer Service Center or an agent authorized by DMV to obtain a temporary plate while your personalized plate order is processed. An agent may charge a \$3 plate fee and / or may also charge a \$5 service fee.

ADA - The Wisconsin Department of Transportation complies with the Americans with Disabilities Act.

MV2428

Wisconsin Department of Transportation

PERSONALIZED LICENSE PLATES APPLICATION

Wisconsin Department of Transportation

MV2428 5/2006 s.341.145 Wis. Stats.

Circle type of plate wanted (Abbreviations identified on other side of brochure)

AUT MTM CYC LTK FRM

> Motorcycle Only <

1st Choice							Meaning						
2nd Choice							Meaning						
3rd Choice							Meaning						
Current License Plate #		Year - Make		Body Type		Vehicle Identification #							<input type="checkbox"/> Reserve Only
Owner(s)/Lessee Name (Last, First, M.I.) - Print								Social Security # or Driver License # or (If company owned) FEIN #					
Street Address								Telephone # where you may be reached 7 a.m. to 4:30 p.m.					
City			State			ZIP Code							

The social security number is used for identification purposes.

(Applicant Signature)

Release of Personalized Plates

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- I authorize the reissuance of my personalized license plate number specified to applicant shown above.
- I allow the Department of Transportation to reissue my current personalized plate after it is replaced with a different plate.

X _____
(Signature of Owner Releasing Plate)

New Owner - please check one:

- Have plates in good condition in my possession
- Need new plates issued

Note: No credit of registration fees or personalized plate fee from former owner is allowed.

Release of Nonexempt Information

The Wisconsin Department of Transportation uses the information on this form to issue personalized license plates. Under open records laws, the Department must make nonexempt information available upon request. Do you want your name withheld from mailing lists of 10 or more individuals?

- Yes. This will remove your name from marketing lists.
- No.

How to Apply

- Choose 1-7 characters (except for a motorcycle plate choose 1-5 characters).
- If you choose 7 characters, you may request up to 2 spaces between any of the characters. Indicate this request with diagonal lines as shown here. (This does not apply to a motorcycle plate.)

A	P	P	L	Y	/	4	/	7
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Motorcycle Only - If you choose 5 characters, no spaces are allowed.

G	O	W	I	S
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- Use capital letters or numbers. The letter O and the number zero are the same. The following are not acceptable: small letters, symbols, signs, hyphens, apostrophes, etc. Carefully distinguish between:
 Letters L or I and Number 1 Letter Z and Number 2
 Letter S and Number 5 Letter B and Number 8
 Letter G and Number 6 Letter U and Letter V.

- Provide meaning of request, i.e., what does this represent?
- If the vehicle that you wish to register with personalized plates is already titled in your name, send:
 * A copy of your Certificate of Registration OR the complete vehicle description on the application;
 * \$15.00 personalized plate fee, plus the annual registration fee if the plates expire within the next 3 months.
- If the vehicle is NOT titled in your name, send:
 * A completed title application (MV1 or MV11) and fees, including annual registration fee;
 * \$15.00 personalized plate fee.
- Make check or money order payable to:
Registration Fee Trust
- Mail all required items to:
 Wisconsin Department of Transportation
 Special Plates Unit
 PO Box 7911
 Madison, WI 53707-7911