



Personalized License Plate Information and Application

MV2428 11/2012 s.341.145 Wis. Stats.

Vehicles that qualify

Personalized plates are available for:

- ▶ An automobile.
- ▶ A motor home (Annual registration only).
- ▶ A private truck, dual purpose motor home or dual purpose farm truck that has a gross weight of 8,000 pounds or less.
- ▶ A farm truck that has a gross weight of 12,000 pounds or less.
- ▶ A motorcycle.

Fees needed

- ▶ A **\$15** annual personalized plate fee for auto, truck, or motor home plates.
- ▶ A **\$30** personalized plate fee for motorcycle or farm plates (biennial registration).
- ▶ The **annual registration fee**, if your current plates expire within 3 months.

Plates required in 2 days

- ▶ 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 plate fee and/or service fee.

Personalized plate information

- ▶ A \$15 personalized plate fee is required **each** year in addition to the annual registration fee.
- ▶ To check on personalized plate availability, go to www.dot.wisconsin.gov and click on "Online services," then "Personalized plate look up."
- ▶ If you wish to just reserve the plates at this time, leave the *Vehicle Information* section blank and check box *Reserve Only*.
- ▶ WisDOT may refuse to issue or may recall after issuance a request that is misleading or may be offensive to good taste or decency.
- ▶ 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.
- ▶ Plates will be mailed 3–4 weeks after you receive the new Certificate of Registration.

If you have questions about this application:

- » Call: (608) 266-3041
- » FAX: (608) 267-5106
- » Email: special-plates.dmv@dot.wi.gov

How to apply

1. If you choose 7 or fewer 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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2. 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 **S** and number **5**, letter **G** and number **6**, letter **Z** and number **2**, letter **B** and number **8**, letter **U** and letter **V**.
3. Provide a meaning for your request, i.e. what does this represent?
4. 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 complete the vehicle description on the application.
 - » A \$15 personalized plate fee plus the annual registration fee if the current plates expire within the next 3 months for auto, truck or motor home plates.
 - » A \$30 personalized plate fee plus biennial registration fee if plates expire within the next 3 months for motorcycle or farm plates.
5. If the vehicle is **not** titled in your name, send:
 - » A completed title application: [MV1](#) (Private Sale) or MV11 (Dealer Sale);
 - » The title assigned to you.
 - » All required fees, including annual registration fee;
 - » Additional \$15 personalized plate fee;
6. Make check or money order payable to: **Registration Fee Trust**.
7. Mail all required items to:

**WisDOT
Special Plates Unit
P O Box 7911
Madison, WI 53707-7911**

Check options

If all personalized choices are not available:

- Return my plate application and fee.
- Call or Email me.



Personalized plate

Plate type:

► Auto, truck, farm truck or motor home

First Choice									
Meaning – REQUIRED									
Second Choice									
Meaning – REQUIRED									
Third Choice									
Meaning – REQUIRED									

► Motorcycle

First Choice									
Meaning – REQUIRED									
Second Choice									
Meaning – REQUIRED									
Third Choice									
Meaning – REQUIRED									

Vehicle you wish to register with personalized plates.

Reserve personalized plate only.

Current License Plate Number	Year - Make	Body Type	Vehicle Identification Number
Owner(s)/Lessee Name - Last, First, Middle Initial - Print		Driver License Number or (if company owned) FEIN Number	
Address		Telephone Number where you may be reached 7 a.m. to 4:30 p.m.	
City	State	ZIP Code	Email Address

X _____ (Applicant Signature) _____ (Date)

Release of personalized plates

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I authorize the reissuance of my personalized plate number to the applicant listed above.

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 non exempt information

Under Wisconsin open records law, the Wisconsin Department of Transportation must provide information from its records to requesters.

If you do not want your name and address included in requests we receive for ten or more records, you may ask the department to withhold your name and address from those lists by checking the box below:

Opt Out

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