



Personalized License Plate Information and Application

MV2428 2/2017 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.
- ▶ If you wish to just reserve the plates at this time, leave the *Vehicle Information* section blank and check box *Reserve Only* (Plates will be reserved for 2 years 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. For personalized plate message availability, please visit: wisconsin.dmv.gov/personalizedplatelookup
5. 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.
6. 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;
7. Make check or money order payable to: **Registration Fee Trust**.
8. Mail all required items to:

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



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Wisconsin Department of Transportation
MV2428 s.341.145 Wis. Stats.

Check options

If all personalized choices are not available:

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



Plate type:

► Auto, truck, farm truck or motor home

1st Choice								Meaning of First Choice
2nd Choice								Meaning of Second Choice
3rd Choice								Meaning of Third Choice

► Motorcycle

1st Choice								Meaning of First Choice
2nd Choice								Meaning of Second Choice
3rd Choice								Meaning of Third Choice

Vehicle you wish to register with personalized plates.

Reserve personalized plate only (Valid for 2 years only)

Year - Make	Body Type	Current License Plate Number 1 2 3 4 5 6 7 8	Vehicle Identification Number (standard VIN has 17 characters) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17
Driver License Number 1 2 3 4 5 6 7 8 9 10 11 12 13 14	FEIN (if company owned) OR 1 2 3 4 5 6 7 8 9	Telephone Number where you may be reached 7 a.m. to 4:30 p.m.	
Owner(s)/Lessee Name - Last, First, Middle Initial - Print			Email Address
Address		City	State ZIP Code

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.