



2014 Super Plate Auction

Which Team Will Take Home the Championship?



January 22, 2014 (Austin, TX) — Today, the BRONCOS will meet SEATTLE head-to-head in the My Plates Super Plate Auction. There can only be one owner of each of these special plate messages, so don't wait—bidding is open now!

Register for the auction at www.myplates.com/auction and show support of your favorite team by bidding on the messages above until **Friday, January 31st at 1:00 PM**. Winners will be notified following the close of the auction—just in time to share the good news with all your friends at your watch party.

Winners will get to choose from over 30 plate designs and receive their message for a 10-year, fully-transferable term, with first dibs on renewing it. Meaning, once these messages are won at auction, they could be gone forever.

May the best team win!

Not a football fan? Not to worry! My Plates is kicking off the My Plates, My City Auction on Tuesday, February 4th. What better way to display your hometown pride than on your bumper? Register your interest in the auction at www.myplates.com and receive updates on the complete list of available cities. Here are a few that will be on the auction block:



In January 2013, HOUSTON went to the winning bidder for \$25,000. How much will your city go for?

Since November 2009, Texans have purchased more than 176,000 My Plates, putting more than \$21.3M in the general revenue fund, which helps pay for services for all Texans.

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My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 176,000 My Plates since November 2009, putting more than \$21.3M in the state general revenue fund. My Plates' goal is to create a long-term, mutually beneficial relationship designed to maximize revenues for the state through the sale of My Plates specialty plates. www.myplates.com.

The Texas Department of Motor Vehicles (TxDMV) is charged with overseeing the state's motor vehicle services that provide consumer protection, assist motor vehicle-related businesses and raise revenue for the state. For every \$1 it spends, the TxDMV returns \$10 to build and maintain highways, roads and bridges and provide needed services to Texans. The agency registers more than 23 million vehicles; regulates vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; issues oversize and overweight permits; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at www.TxDmv.gov.

TERMINOLOGY

- “Specialty” plate refers to any official license plate other than the state's general issue plate.
- Specialty plates can be “personalized” plates, but they don't have to be.
- My Plates and TxDMV use only “specialty” and “personalized” to refer to these plates, not “vanity,” which is pejorative and lacks accuracy.