

My Plates Announces Texas' Top Plates of 2013

December 30, 2013 (Austin, TX) — What better way to ring in the new year than with a list highlighting the very best of the old? Check out My Plates' countdown of the Top 10 Best-Selling Plates of 2013 below. Keep an eye out for these plates while on the road—each sample design is actually out and about somewhere in Texas!

#10: Texas Vintage—Black; 823#9: Texas A&M University—Maroon; 850



#8: Small Star—Silver; 938



#7: Come and Take It Flag; 1,035



#6: Houston Texans; 1,072



#5: Lone Star Pink; 1,251



#4: Small Star—Black; 1,724



#3: T for Texas—Black; 2,849



#2: Texas Black 1845; 4,400



And the #1 Texas Plate of 2013 is:

Lone Star—Black; 10,595



Lone Star Black is holding strong at number one for the fourth consecutive year—making it not only the best seller of 2013, but the fastest-selling license plate in the history of the state of Texas! 46,000+ plates sold in under five years!

Honorable Mentions:

Houston Texans, #1 Sports Team: While the Texans came in at #6 overall, they ranked #1 in the Sports Team category, nearly doubling the sales of the Dallas Cowboys plates, which came in at #2.

San Antonio Spurs, #1 NBA Team: The Spurs were the top-selling NBA plate, with the Houston Rockets climbing up to the #2 spot. Perhaps there is some correlation between My Plates sales and team performance, as the teams reached the NBA finals and playoffs, respectively, this year.

Texas A&M University, #1 College/University: The Aggies, #9 overall, also retain the #1 spot as the best-selling college/university plate for the second year in a row. They hold the #2 spot as well. The University of Texas is ranked #4, behind Texas Tech.

Since November 2009, Texans have purchased more than 172,000 My Plates, putting more than \$20.7M in the general revenue fund, which helps pay for services for all Texans.

Contact Kim Miller Drummond at (512) 423-4237 or kim@myplates.com.

My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 172,000 My Plates since November 2009, putting more than \$20.7M 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.