

FERRARI IS THE MOST EXPENSIVE PLATE EVER SOLD IN TEXAS: COWBOYS, GOHORNS, RANGERS NEXT



For Immediate Release
Kim Miller Drummond
My Plates
512.423.4237
kim@myplates.com

January 14, 2011 , UPDATED JAN 27, 2011 (All Across Texas) –About a thousand Texans witnessed state history at Cowboys Stadium Thursday night. The first-ever auction of license plates in Texas set records.

My Plates estimates that the 33 plates went for a grand total of \$139,400. Of that amount, My Plates estimates that \$78,195.00 goes to the state general revenue fund. On average, 60-65% of each plate price goes to the State.

FERRARI set the record for most expensive plate ever sold in Texas at \$15,000. The winner asked not to be interviewed.

COWBOYS was the second highest priced plate at \$11,500.
GOHORNS went to for \$10,500.
RANGERS brought in \$10,000.

Salman Waheed is a Dallas physician who purchased four plates: PORSCH , T STARS, T DALLAS, and AMERICA, which he says is particularly special to him,



“I came to this country 16 years ago and became a naturalized citizen, and I believe that it is an honor to be an American citizen.”

Jill Potts of North Richland Hills bought DIAMOND for herself, AGGIES1 as an investment she plans to sell, and BIG TEX for her husband, ‘Because he’s a big man, he wears a big hat, and he just *is* Big Tex.”

The winner of Bidder’s Choice is an Austin man who says he’ll put the name of his business on his plate in 7 letters. He is the first Texan ever to choose a 7-character message “from the air.” The other 32 auction plates were set combinations. Bidder Choice was 7 question marks that the winner gets to fill in.

Here are the 33 auction plates and what they sold for:

Lot 1	GIDDYUP	\$2,500.00
Lot 2	T-BIG TEX	\$2,500.00
Lot 3	FISHING	\$1,400.00
Lot 4	MILLION	\$1,500.00
Lot 5	RAIDERS	\$2,000.00
Lot 6	DIAMOND	\$2,000.00
Lot 7	RANGERS	\$10,000.00
Lot 8	FREEDOM	\$2,500.00
Lot 9	SOONERS	\$5,000.00
Lot 10	FORD 4U	\$2,000.00
Lot 11	MUSTANG	\$7,000.00
Lot 12	RANCHER	\$1,500.00
Lot 13	GO HORNS	\$10,500.00
Lot 14	COOL DAD	\$4,500.00
Lot 15	AGGIES1	\$2,750.00
Lot 16	BELIEVE	\$6,250.00
Lot 17	DRAGONS	\$7,750.00
Lot 18	TEX4NS	\$1,000.00
Lot 19	MY TEXAS	\$3,500.00
Lot 20	COWBOYS	\$11,500.00
Lot 21	2FAST4U	\$3,000.00
Lot 22	NASC4R	\$2,500.00
Lot 23	FERRARI	\$15,000.00
Lot 24	HUNTING	\$1,500.00
Lot 25	T-STARS	\$1,000.00
Lot 26	MICHAEL	\$800.00
Lot 27	AMERICA	\$3,000.00
Lot 28	T-DALLAS	\$1,500.00



Lot 29	MAVSFAN	\$1,200.00
Lot 30	FT WORTH	\$5,000.00
Lot 31	PORSCHE	\$7,500.00
Lot 32	BEST MOM	\$3,750.00
	Bidder's Choice	\$6,000.00
Lot 33	(GR8 STUF)	
	Totals	\$139,400.00

Each plate is good for 25 years, with an option to renew every 10 years after that. Unlike other Texas license plates, Auction plates can be sold legally to someone else, so there's the chance winners could take the plate they won at auction and sell it for a profit--maybe tomorrow or maybe in 20 years.

Also at the Great Plate Auction, My Plates announced that 7-character personalized plates will be available to order at www.myplates.com, starting March 7 at 7am and *ending* March 14th at 7am. 7 characters are available only for 7 days. So there's a limited time Texans can purchase 7-character plates. See www.myplates.com for more information.

All plate messages are subject to approval by the Texas Department of Motor Vehicles.

Texans have bought more than 34,000 My Plates since November 2009, putting more than \$2.6M in the state general revenue fund.

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

More Great Plate Auction information at:
<http://www.myplates.com/auctionpressinfo.htm>

My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. 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. My Plates is dedicated to providing Texans with greater choices in specialty plate designs, a unique way to add personality to your vehicle, and unmatched customer service. My Plates is a joint venture of Etech, Inc. of Nacogdoches (www.etechnic.com) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com), www.myplates.com

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