



## Metroplex Automotive Dealerships Now Offer Customers Free My Plates

July 31, 2012 (Austin, TX) – Automotive dealerships in Dallas-Fort Worth have a new marketing tool for a more personalized buying experience for their customers – specialty license plates from My Plates.

My Plates ([www.myplates.com](http://www.myplates.com)), a marketing company that designs and sells specialty plates for the Texas Department of Motor Vehicles, has begun the My Plates Authorized Dealer Program. The program costs dealerships nothing and supplies them with vouchers they can offer to every customer who buys a new automobile. The voucher covers the cost of background specialty plates from My Plates for one year. Twelve dealerships in the Metroplex have already signed up:

Autobahn Motor Cars  
Stonebriar Chevrolet  
Land Rover Dallas  
Land Rover Frisco  
Mercedes Benz of Plano  
Vandergriff Chevrolet  
Boardwalk Audi  
Boardwalk Ferrari/Maserati  
Boardwalk Porsche  
Boardwalk Volkswagen  
Park Cities Volkswagen  
McKinney Volkswagen

“It’s a powerful emotion for customers who walk onto a showroom floor and see a custom plate that embodies their personality and that of the car they want,” said Gary Walker, the finance director of Autobahn Motor Cars in Fort Worth ([www.shopautobahndfw.com](http://www.shopautobahndfw.com)). “Choosing a car is a means of self-expression, so why shouldn’t choosing the license plates that go everywhere with the car be that way as well.”

Jeremy Beck, general sales manager at Stonebriar Chevrolet in Dallas ([www.stonebriarchevrolet.com](http://www.stonebriarchevrolet.com)), agreed, and added that the experience doesn’t end there.

“When our sales people sit down with a prospective customer and discuss the terms of the transaction, every benefit – whether tangible or psychological -- helps,” he said. “The fact that we can offer the customer a free specialized plate for a year is one benefit. At the same time, helping the customer imagine how they might customize the license plate helps them visualize themselves as the owner of the car.”

Steve Farrar, President of My Plates, said it was an easy decision to provide free plates for a year.



“Once our customers enjoy a year with My Plates, they almost always renew,” said Farrar. “Many of them also upgrade to a five- or ten-year term.”

My Plates come in more than 140 designs. Some are bold full-color backgrounds—black, pink, red, purple, green, and more. Some have Texas themes for Texas personalities. Many support colleges and universities-- both in and out of state.

An intuitive Web site allows Texans to instantly check the availability of a desired personalized message and see what that combination might look like when set against different background designs.

My Plates start at \$55 a year. Personalization costs more. The per-year cost goes down when purchased for a five or ten-year term. My Plates even offers layaway, enhancing the accessibility of the plate to all Texas residents.

#### About My Plates

My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought approximately 104,000 new plates through My Plates since November 2009. My Plates’s 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 a joint venture of Etech, Inc. of Nacogdoches and Pinnacle Technical Resources of Dallas.

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