

## LONGHORN T PLATE AND PINK T PLATE AVAILABLE TODAY New T Plate Opens Up Combinations Taken For Decades



For Immediate Release  
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April 19, 2010 (Austin, TX) More choices. More choices. That's one of the reasons the Texas legislature created the My Plates program, and that's what the new Longhorn T plate and Pink T plate provide to Texans. Check out new choices at [www.myplates.com](http://www.myplates.com).

Texans have embraced the new choices in specialty license plates to the tune of more than \$2.2M in sales since orders began November 19, 2009. That's more than 10,000 My Plates sold. Of the \$2.2M, about \$800,000 has gone to the Texas General Revenue Fund. Another \$250,000 has gone to the Texas DMV for cost recovery.

So, look what happens with the new T plate. Notice above that to the passerby the Longhorn T plate reads GOHRNS, but the legal combination on that registration would be TGOHRNS. So that plate is legally different from original GOHRNS plate.

The T plate is the answer a lot of Texans have been waiting on for decades. Texas has had personalized plates since 1965, so if you've wanted a popular message or a common name you've had to get more creative about spelling. You can imagine with the hundreds of thousands of UT fans in Texas what the demand is for specialty plate messages supporting the Longhorns. Now the T plate opens up a whole new world of combinations. We refer to these new combinations as T+6 because you can spell with the T plus six more characters. These plates provide the first opportunity Texans have had to spell with a total of seven characters.

It took Texas 33 years to run out of six-character plate combinations to issue. Last year, the state began issuing 7-character general combinations, but not personalized. Now, My Plates begins the release of 7-character personalization with the new T Plate.

The T can also be used in the spelling of a word, like TROUBLE. There are so many possibilities, just check out at [www.myplates.com](http://www.myplates.com) and test your creativity. Look at the

bottom of this release for some more combinations we came up with. The T plate is also available in black/white and red/white/blue designs.

The new T Plate costs \$95 for 1 year, \$395 for 5 years, or \$495 for 10 years. The cost per year gets lower with the longer term you buy. You can also put T Plates on trailers, RVs and private buses. You can give them as a gift! About three weeks after you order, the plate arrives at a county tax assessor's office for pick up.

Create your plate at [www.myplates.com](http://www.myplates.com). You can also call My Plates at 1-888-7MY-PLAT(ES), Monday to Friday 8a-6p.

Contact Kim Miller Drummond at 512.423.4237 or [kim@myplates.com](mailto:kim@myplates.com)

-Using our site, you can customize the combination on the T plate to suit your media outlet.

-We can provide customer stories and sales data for your area. Just ask.

Background:

The Texas state legislature is the first in the U.S. to order the hire of a private vendor to create, market, and sell new license plate designs as a way to raise money for the state. The program has been popular because it costs taxpayers nothing, makes \$25M for the state, and offers all Texans a fun choice in customizing their cars. In August 2009, TxDOT awarded the contract to operate the My Plates program to a joint venture between Etech, Inc. of Nacogdoches ([www.etechnic.com](http://www.etechnic.com)) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com)). My Plates is a contracted vendor with the Texas Department of Motor Vehicles (TxDMV).

**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](http://www.etechnic.com)) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com)), [www.myplates.com](http://www.myplates.com)

**TxDMV** is responsible for the registration, titling and credentialing of personal and commercial vehicles. It also licenses vehicle dealers and issues operating authority for commercial motor vehicles and buses. TxDMV also is home to the Auto Burglary and Theft Prevention Authority (ABTPA), which awards grants to law enforcement agencies to reduce auto theft and increase public awareness and education. To learn more, go to [www.TxDMV.gov](http://www.TxDMV.gov).

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