

## SAVE THOUSANDS ON 7-LETTER PLATES

7-letter Texas license plates available March 5-11



MARCH 5, 2013 (Austin, TX) –You don't have to pay \$25,000 for your new personalized 7-letter Texas for people to get your message. 7-letter plates are available starting at \$395 for a one-year plate from March 5-11 at [www.myplates.com](http://www.myplates.com).

If you're looking for a lower, average per-year price for 7 letters, 5-year plates are \$695. 10-year plates are \$795, that's less than 80 bucks a year!

My Plates has sold 43 seven-letter plates at auction, setting records for the highest price paid for license plates in Texas: \$25,000 for HOUSTON, \$16,500 for ROCKETS, \$15,000 for FERRARI, and \$11,500 for COWBOYS.

My Plates has sold another 5,400 seven-letter plates at regular advertised prices through the web site [www.myplates.com](http://www.myplates.com).

Texas has had personalized license plates since 1965 but only recently added a 7<sup>th</sup> character for personalization. That 7<sup>th</sup> character opened up a very valuable inventory of plate messages available only through My Plates. My Plates sells 7-letter plates, called Freedom plates, only at certain times of the year and only for 7 days at a time.

Of 22 million+ registered vehicles in Texas, fewer than 180,000 have personalized plates, and only 5,400 or so have 7-letter personalized plates. That



means there are sooooo many great messages still available in the 7-letter inventory. Start planning yours!

Since November 2009, Texans have purchased more than 132,000 My Plates, putting more than \$14.8M in the general revenue fund, which helps pay for services for all Texans.

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Contact Kim Miller Drummond at (512) 423-4237 or [kim@myplates.com](mailto: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 132,000 My Plates since November 2009, putting more than \$14.8M 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. 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).

**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. Each year the agency registers over 22 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](http://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.

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