

## TEXANS CAN GET 7 LETTERS IN JULY

### Look What Texans Do with 7-Letter Personalized License Plates



[http://93d3c4ea237c9c60d25d-af7906f4e771b24864bbfa3048e4a635.r49.cf2.rackcdn.com/7Letter\\_JuneVIP.jpg](http://93d3c4ea237c9c60d25d-af7906f4e771b24864bbfa3048e4a635.r49.cf2.rackcdn.com/7Letter_JuneVIP.jpg)

July 9, 2013 (Austin, TX) — Texans can buy 7-letter personalized plates at only certain times of the year. MyPlates.com announced that July is one of those times. So, from now until July 31, you can order 7-letter personalized Texas license plates at [www.myplates.com](http://www.myplates.com).

The plates pictured above are real orders from Texans who've acted fast in the last few days to get the 7-letter messages they wanted.

A maximum of six letters were allowed on personalized plates in Texas until 2011. The top four highest priced plates ever sold in Texas were the 7-letter plates HOUSTON for \$25,000, ROCKETS for \$16,500, FERRARI for \$15,000, and COWBOYS for \$11,500. All were sold at auction. This month, you can buy 7-letter plates for only \$795.00 for a 10-year term. That works out to just under \$80 a year.

7-letter personalized plates are sure to make your car or truck stand out on Texas roads. Of 22 million+ registered vehicles in Texas, fewer than 300,000 have personalized plates, and only 6,500 or so have 7-letter personalized plates. That means there are thousands and thousands of great messages still available in the 7-letter inventory.

Since November 2009, Texans have purchased more than 150,000 My Plates, putting more than \$17.5M 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 150,000 My Plates since November 2009, putting more than \$17.5M 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 more than 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.