

## TEXANS CAN NOW PERSONALIZE USING 7 CHARACTERS New T Plate Opens Up Combinations Taken For Decades



For Immediate Release  
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March 30, 2010 (Austin, TX) The T is for Texas. The other six characters are for whatever Texans want to express on their bumpers, and this is the first time ever they've had 7 characters to do it. Check the combination you want now at [www.myplates.com](http://www.myplates.com).

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.

A lot of Texans have told us that the plate message they want is already taken—they've checked. Texas has had personalized plates since 1965, so if you want a popular message or a common name like Steven, your plate likely has been long gone. But, look what happens with the new T plate. Notice above that to the passerby the black T plate reads STEVEN, but the legal combination on that registration would be TSTEVEN. So that plate is legally different from the fella who's likely had STEVEN on his car for a few decades.

The T can also be used in the spelling of a word, like the TROUBLE plate above. 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.

Watch for the new Longhorn and Pink T Plate designs coming in April:



The new T Plate costs \$95 for 1 year, \$395 for 5 years, or \$495 for 10 years. 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.

Since sales began November 19, 2009, Texans have purchased almost 8,700 My Plates. That's more than \$1.9M in total sales. \$680,000 of that goes the Texas General Revenue Fund. \$215, 000 goes to the Texas DMV.

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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