

WHO WILL OWN HOUSTON? 2013 Great Plate Auction in Houston January 25



<http://www.myplates.com/Images/Plates/PLPC003?plateText=HOUSTON>

November 28, 2013 (Austin, TX) – No one in Texas has ever been able to own the word HOUSTON on a personalized license plate.

That changes in January at the Houston Auto Show.

The Great Plate Auction 2013 will allow one Texan to own HOUSTON.

My Plates will auction select, highly sought-after license plates. Most have never before been available. HOUSTON is one of them. My Plates will announce the other Auction plate messages in the next few weeks.

The winner of HOUSTON will own it for 10 years, with first dibs on renewing it. That means, once the message is won at auction, it could be gone forever.

Register your interest at www.myplates.com/auction.

Texas has had personalized license plates since 1965 but only recently added a 7th character for personalization. That 7th character opened up a very valuable inventory of plate messages for the State, messages deemed too valuable to sell at regular market prices.

Texas has had only one other specialty plate auction. The first Great Plate Auction was in January 2011 at Cowboys Stadium and resulted in the most expensive license plate ever sold in Texas: FERRARI sold for \$15,000.

The Great Plate Auction 2013 is open to the public with free admission, Friday evening, January 25th at the Houston Auto Show in the Hall B rotunda at Reliant Center.

Proceeds benefit chosen charities and the State's general revenue fund, which helps pay for services for all Texans. My Plates will donate its Auction proceeds to charity.



Contact Kim Miller Drummond at (512) 423-4237 or 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 120,000 My Plates since November 2009, putting more than \$14M 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 almost 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.

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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