

## BENTLEY, PHANTOM, MAYBACH, BOXSTER, CARRERA

5 Plates Added to 2013 Great Plate Auction in Houston January 25



December 17, 2012 (Austin, TX) – One of a kind plates for one of a kind cars. BENTLEY, PHANTOM, MAYBACH, BOXSTER, CARRERA. My Plates has captured luxury brands in the seven letters of exclusive Texas license plates.

Each of these highly sought-after plates will be sold to the highest bidder at the Great Plate Auction 2013 at the Houston Auto Show January 25.

Register your interest at [www.myplates.com/auction](http://www.myplates.com/auction).

At the Great Plate Auction, My Plates will auction 7-letter plates that have never before been available and may never be again\*:

**BENTLEY:** James Bond, Ralph Lauren, Jay-Z, and the Queen of England all have one. And now you? 2,193 Bentleys are registered in Texas. BENTLEY sold for \$110,000 at auction in Australia.



**PHANTOM:** \$400,000+ handmade Rolls Royce. No request is too extravagant. Rolls Royce furnished one Phantom interior with veneer from a tree felled on the customer's estate. Phantom is also an American adventure comic strip.

Mike Berray, general manager of Post Oak Motor Cars, a franchisee for Rolls-Royce and Bentley:

“The Bentley and Phantom customer want and get what only a few get to have. In the case of the BENTLEY and PHANTOM Texas license plates, the owners will have what *no one* else has. I think some smart investors are going to understand that and have their hands up to bid that night. These are timeless, iconic brands with cache built on more than 100 years of excellence, and all that gets wrapped into these seven letters on a Texas license plate. ”



**MAYBACH:** 2012 was the last year for this German luxury brand, making the car and the plate all the more rare and exclusive. Only 29 Maybachs are registered in Texas.



**BOXSTER** and **CARRERA:** Two auction items for Porsche lovers. 265 hp @ 6,700 rpm. 0-60 mph in 5.5 seconds. Could mean some very fast bids. At the Great Plate Auction 2011, the Texas license plate PORSCHE sold for \$7,500.

\*High bidders will own each plate for 10 years, with first dibs on renewing it thereafter. That means, once the message is won at auction, it could be gone forever.



Unlike other Texas license plates, plates sold at the Great Plate Auction are legally transferable. This means winners can later sell their plates to someone else, who has the same right to resell and so on.

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 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 on Friday evening, January 25<sup>th</sup> 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.

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**My Plates** designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 123,000 My Plates since November 2009, putting almost \$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) <<http://www.etechnic.com/>> ) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com) <<http://www.pinnacle1.com/>> ), [www.myplates.com](http://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](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. ###