

## HOUSTON & DYNAMO UP FOR SALE



December 10, 2012 (Austin, TX) – My Plates announces DYNAMO as the second plate message revealed for the Great Plate Auction 2013.

The six-letter personalized license plate DYNAMO will be auctioned to the highest bidder at the 2013 Great Plate Auction, held at the Houston Auto Show at Reliant Center.

The Great Plate Auction will offer ten coveted personalized plate messages. Only DYNAMO and HOUSTON have been revealed so far. The other eight will be announced in the next few weeks.

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

High bidders will own each plate for 10 years, with first dibs on renewing it. 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 have the right to resell their plates to someone else, who may sell to someone else, 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 from the sale of the DYNAMO plate benefit Dynamo Charities and the State's general revenue fund, which helps pay for services for all Texans.



Dynamo Charities takes part in community and neighborhood rebuilding projects, restoring our environment through recycling campaigns, youth development education support and healthy living education activities.

Proceeds from other Auction plates benefit chosen charities and the State's general revenue fund. My Plates will donate its Auction proceeds to charity.

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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 123,000 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) <<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.

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