

## ONE TEXAN WILL OWN INDY CAR

Great Plate Auction 2013 on January 25



January 17, 2013 (Austin, TX) - 33 race cars that weigh 1500 pounds going 220 mph. That's an IndyCar race. IndyCar excitement will draw tens of thousands of fans to Houston in October 2013, *but* Texans don't have to wait for the races to have some serious INDY CAR fun.

The personalized license plate, INDY CAR, will be sold to the highest bidder at the Great Plate Auction 2013, January 25, at the [Houston Auto Show](#).

IndyCar driver, Graham Rahal, of Rahal Letterman Lanigan Racing, will be a special guest for the auction of this plate, as well as Miss Grand Prix of Houston, Angela Anderson.

The auctioning of the plate is in keeping with excitement of IndyCar races in Houston next fall.

The Shell and Pennzoil Grand Prix of Houston Presented by Greater Houston Honda Dealers will run October 4-6 on a temporary street course on the parking lots of [Reliant Stadium](#).

Austin Crossley, Managing Director of the Shell and Pennzoil Grand Prix of Houston:

“Having IndyCar back in Houston is so exciting for our town. One Texan will show their true fan pride by having INDY CAR on their license plate. The number of IndyCar fans is growing all the time, and growing especially fast in Texas. This plate will stand for that, and all the thrill, skill and technology that IndyCar represents.”

Including INDY CAR, the Great Plate Auction will offer ten coveted personalized plate messages.



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 Friday at 7 pm, January 25<sup>th</sup> at the Houston Auto Show in the Hall B rotunda at Reliant Center.

Proceeds from 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 126,000 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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