

## THE MOST EXPENSIVE LICENSE PLATE SOLD IN TEXAS? Great Plate Auction 2013 on January 25



January 3, 2013 (Austin, TX) – \$15,000 for FERRARI. That’s the current record for the most expensive license plate ever sold in Texas. That record was set at auction in 2011. Will there be a new record set this month in Houston?

Coming up January 25, Texas will have it’s second-ever license plate auction at the Houston Auto Show. Register your interest at [www.myplates.com/auction](http://www.myplates.com/auction).

My Plates’ Great Plate Auction 2013 will feature the ten plates above, and My Plates is asking Texans,

**“Which plate do you think will bring in the highest bid?”**

[Click to answer the survey.](#)

<https://www.surveymonkey.com/s/2013GreatPlateAuctionSurvey>

International Champion Auctioneer, Renee Jones, CAI #9270, will conduct the Auction. Jones says:

“I’ve presided over thousands of auctions, a great many of them in Texas, and I’ve never auctioned anything quite like this. It’s an official Texas piece of Texas, one that cannot be replicated and is easily the most visible piece of Texas a person can display. By its very nature, it’s a one of a kind. Our state breeds a particular pride that people will pay to show, and these ten very special plates show that pride for their owners *everywhere they go*. This is an opportunity to invest in an exclusive, truly Texas item that can be passed on for generations.”

Other records from around the world:

February 2007 - An Australian paid a record price of \$110,000 at a Brisbane auction for the seven-letter plate BENTLEY.

<http://news.drive.com.au/drive/motor-news/number-plate-auction-sets-qld-record-20070208-14056.html>

February 2008 - An Abu Dhabi license plate sold for \$14 million at auction, setting a world record. Saeed Abdel Ghaffar Khouri, 25, bought the license plate No. 1, breaking the previous record held by his relative [Talal Ali Mohammad Khouri](#), who acquired license plate No. 5 for \$6.8M.

<http://www.bloomberg.com/apps/news?pid=newsarchive&sid=aJ8EZTdrItjs&refer=home>

February 2009 – Frank Fusco paid \$675,000 at auction for Delaware license plate number 11. [http://www.cbsnews.com/8301-18563\\_162-3994634.html](http://www.cbsnews.com/8301-18563_162-3994634.html)

June 2009 – An Australian buyer paid \$115,000 for the three-digit plate number 215. The same bidder also snapped up number 214 for \$110,000.

[http://www.myplates.com.au/news\\_and\\_events/news\\_details\\_6.html](http://www.myplates.com.au/news_and_events/news_details_6.html)

At the Great Plate Auction 2013, 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 more than \$130,000 to the Texas general revenue fund in one night.

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 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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**My Plates** designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 125,000 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)) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com)) [www.myplates.com](http://www.myplates.com).

**Renee Jones, CAI #9270.** An icon in the auction and appraisal industries, Ms. Jones is lauded for her business development, operations management, and professional auctioneer accomplishments. During her 25-year career as an industry leader, she has managed and sold over \$6 billion of real estate and tangible assets. She has wide-ranging expertise in an extraordinary variety of asset classifications, including intellectual property. <http://www.npsolutions.com/our-leadership.html>.

**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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