





January 25, 2013 (Houston, TX) —A Houston man set a state record tonight when he raised his bid card at the Great Plate Auction 2013. He bid \$25,000 for the one and only official Texas license plate, HOUSTON. That beats the previous record of \$15,000 for FERRARI paid at auction in Dallas in 2011.

High bidder Chris Gillman of Houston says, as a car dealer, he drives mostly demo cars, so his \$25,000 plate will likely go on his hunting truck! “Houston has been very good to our family for many, many years. I am proud of this plate and *especially* proud that the proceeds benefit the Houston Auto Dealers Association Scholarship Fund.”

My Plates estimates that the 10 plates at the Great Plate Auction went for a grand total of more than \$65,000. Of that amount, My Plates estimates that more than \$40,000 goes to the State general revenue fund. On average, 60-65% of each plate price goes to the State. More than \$25,000 went to these charities: Houston Auto Dealers Association Scholarship Fund, Houston Texans YMCA, Houston Rockets Foundation, and the Houston Dynamo Foundation.

Tony Gullo of Houston spent more than \$25,000 on the *four* plates he won: ROCKETS for \$16,500, TEXAN5 for \$4250, INDY CAR for \$2750, MAYBACH for \$1750. He says, “We’re going to keep these plates in our family for good. We have a big family, the children, grandchildren, and even the great grandchildren will have these to enjoy!”

ROCKETS was the second highest priced plate at \$16,500 (also breaking the previous record.)

BENTLEY went to for \$10,000 to an online bidder.

Charles El-Moussa of RE/MAX Texas bought CARRERA for \$3250 and doesn’t even own a Porche! “Oh, this is just about charity. I don’t have a Carrera. RE/MAX is committed to charity, and I see this as one more way I and my family can be a part of helping Houston.”



Here are the 10 auction plates and what they sold for:

- Lot 1: DYNAMO \$2000



- Lot 2: MAYBACH \$1750
- Lot 3: TEXAN5 \$4250
- Lot 4: BOXSTER \$1750
- Lot 5: HOUSTON \$25,000
- Lot 6: ROCKETS \$16,500
- Lot 7: BENTLEY \$10,000
- Lot 8: INDY CAR \$2750
- Lot 9: CARRERA \$3250
- Lot 10: PHANTOM \$1500

Hi-res images at <http://www.myplates.com/content/auctionplates.htm>.

Auction highlight video at [www.myplates.com/auction](http://www.myplates.com/auction).

Each plate is good for 10 years, with an option to renew after that. Unlike other Texas license plates, Auction plates can be sold legally to someone else, so there's the chance winners could take the plate they won at auction and sell it for a profit--maybe tomorrow or maybe in 20 years.

Texans have bought more than 128,000 My Plates since November 2009, putting more than \$14.5M in the state general revenue fund.

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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 128,000 My Plates since November 2009, putting more than \$14.5M 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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