

## NEW ROCKETS PLATE DESIGN APPROVED and



## ONE FAN WILL OWN HOUSTON ROCKETS

Great Plate Auction 2013 on January 25



<http://www.myplates.com/Images/Plates/PLPC003?plateText=HOUSTON>

<http://www.myplates.com/Images/Plates/PLPC003?plateText=ROCKETS>

December 13, 2012 (Austin, TX) - The Houston Rockets have a new look for their official Texas license plate. AND, fans will have a chance to own the only plate in Texas that says ROCKETS.

Everyone has spoken. Fans chose their favorite design, the Houston Rockets submitted the design to the TxDMV, and just today the TxDMV Board approved the new design that has a solid black background and the Rockets' red R logo on the left. "Houston Rockets" is written along the bottom white border.

My Plates plans to start selling the new Rockets plate in January. *And*, My Plates has other exciting news for Rockets fans:

The personalized license plates HOUSTON and ROCKETS, will be sold to the highest bidder at the Great Plate Auction 2013 at the [Houston Auto Show](#).

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

Ken Sheir, Sr. Director of Marketing Operations for the Houston Rockets:

"Our fans are fantastic. They find every possible way to show their support. Flags on their houses, t-shirts on their dogs, tattoos on their faces, you name it.

Imagine the pride some fortunate fan is going to feel, knowing they are the *only* Texan with the official license plate ROCKETS. Now that's a way to show your fan status everywhere you go."



<http://93d3c4ea237c9c60d25d-af7906f4e771b24864bbfa3048e4a635.r49.cf2.rackcdn.com/RocketsMascot.jpg>

In addition to HOUSTON and ROCKETS, the Great Plate Auction will offer eight coveted personalized plate messages. Only HOUSTON, ROCKETS, INDY CAR, and DYNAMO have been revealed so far. The other messages will be announced in the next few weeks.



[http://93d3c4ea237c9c60d25d-af7906f4e771b24864bbfa3048e4a635.r49.cf2.rackcdn.com/Auction2013\\_Header\\_Rockets.jpg](http://93d3c4ea237c9c60d25d-af7906f4e771b24864bbfa3048e4a635.r49.cf2.rackcdn.com/Auction2013_Header_Rockets.jpg)

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 Rockets plate will benefit the State's general revenue fund and the Clutch City Foundation, which provides help, hope and inspiration to those who might otherwise be forgotten. Since its inception, the Clutch City foundation has raised more than \$10 million for those who are less fortunate.

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

---

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 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.

###