January 10, 2020

Contact: Tammy Kikuchi (801 297-3910) tammykikuchi@utah.gov

DMV Considering Review of Personalized License Plate

Salt Lake City, Utah – The Utah State Tax Commission is aware of a personalized license plate that has been seen around Salt Lake City that is causing concern with the public. The Division of Motor Vehicles reviews all such concerns brought by the public.

“There are numerous possible reasons for denial or recall of personalized license plates,” says Utah State Tax Commission PIO Tammy Kikuchi. “If a plate appears to ‘carry connotations offensive to good taste and decency’ or expresses ‘contempt, ridicule or superiority of a race, religion, deity, ethnic heritage, gender, or political affiliation’ the plate may be denied or recalled.”

As is the case with all reviews, if a plate is recalled, the plate holder will receive notification of the recall and have 15 days to respond by choosing a different personalization or appeal the decision. The set of plates in question must be surrendered within 30 days of the notification. The penalty could include suspension of the vehicle registration.

The DMV receives approximately 450 requests for personalized license plates each month. The estimated time for plates that are approved is three-to-four weeks. The cost for a personalized plate ranges from $21 to $106 depending on the category requested. (see attachment)

Our mission is to collect revenue for the state and local governments and to equitably administer tax and assigned motor vehicle laws.

###
Application for Personalized Plates and Replacement of Existing Personalized Plates

→ Your vehicle must have a current registration. This application is for a (check one):

- [ ] New Order
- [x] Replacement

The fee is $16 for a standard plate or $21 for a special group plate.

### Section 1: Vehicle Information

<table>
<thead>
<tr>
<th>Current Utah plate no.</th>
<th>Date registration expires</th>
<th>VIN</th>
<th>Make</th>
<th>Model</th>
<th>Year</th>
</tr>
</thead>
</table>

### Section 2: Applicant Information

- These plates will be placed on a (check one):
  - [ ] Motorcycle
  - [ ] Trailer
  - [ ] Automobile/truck/versatility

- [ ] Date of application

- Registered owner's name
- Daytime telephone number (required)

- Mailing address
- Is this a new address? [ ] Yes [ ] No
- City
- State
- ZIP code

- Email address

### Section 3: Plate and Character Selection

→ Check one:

- [ ] Standard (use up to 7 characters)
  - Life Elevated Arches ($61)
  - Life Elevated Siker ($61)
  - In God We Trust ($61)
  (only up to 5 characters)

- [ ] Motorcycle Standard (use up to 4 characters)
  - Life Elevated Arches ($61)
  - Life Elevated Siker ($61)
  - In God We Trust ($61)
  (only up to 3 characters)

- [ ] Radio (use up to 6 characters)
  - Amateur Radio ($21)
  - Search & Rescue Radio ($21)

- [ ] Utah Special Group Plate (use up to 5 characters)
  - On the line below, enter the plate type from the list on the following pages:

<table>
<thead>
<tr>
<th>Special plate type/name</th>
</tr>
</thead>
</table>

Enter your choices below as you would like them displayed on your plate. Approved personalized plates will be made exactly as shown on this form and are issued on a first-come, first-serve basis. For this reason, we encourage you to provide three unique choices. In order of preference. If a choice is not available or not allowed under Utah Code §41-1a-411, we may consider your next choice. Do not use special characters (period, apostrophe, dash, etc.).

- Character alignment (check one):
  - [ ] Left
  - [ ] Center
  - [ ] Right

1st Choice

2nd Choice

3rd Choice

→ Explain the meaning of these characters:

I understand that my application for personalized plates is subject to availability and to the guidelines in Utah Code §41-1a-411. This application will not be approved if it does not meet these guidelines. I also understand that acceptance of this application and payment of fees does not mean my application will be approved.

Signature

→ You must pay the application fee plus any required contribution (special group plates only) with this application. Make your check or money order payable to the Utah State Tax Commission. Mail the application and your payment to: Utah State Tax Commission, Division of Motor Vehicles, Miscellaneous Services Unit, PO Box 30412, Salt Lake City, UT 84130.

If you need an accommodation under the Americans with Disabilities Act, you may contact the Tax Commission at taxada@utah.gov or at (801) 297-3811 or by using our Telecommunication Device for the Deaf (TDD) at (801) 297-2020. Please allow three working days for a response.