



State of Utah

GARY R. HERBERT  
Governor

SPENCER J. COX  
Lieutenant Governor

## Utah State Tax Commission

JOHN L. VALENTINE  
Commission Chair

MICHAEL J. CRAGUN  
Commissioner

REBECCA L. ROCKWELL  
Commissioner

LAWRENCE C. WALTERS  
Commissioner

SCOTT W. SMITH  
Interim Executive Director

## News Release

January 10, 2020

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

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	Utah State Tax Commission Division of Motor Vehicles • PO Box 30412 • Salt Lake City, UT 84130 • 801-297-7780 or 1-800-368-8824	<b>TC-817</b> Rev. 10/19
	<b>Application for Personalized Plates and Replacement of Existing Personalized Plates</b>	

Get forms at [tax.utah.gov/forms](http://tax.utah.gov/forms)

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

New Order

Replacement

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

### Section 1: Vehicle Information

Current Utah plate no.	Date registration expires	VIN	Make	Model	Year
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### Section 2: Applicant Information

These plates will be placed on a (check one): <input type="checkbox"/> Motorcycle <input type="checkbox"/> Trailer <input type="checkbox"/> Automobile/truck/van/utility			Date of application	
Registered owner's name			Daytime telephone number (required)	
Mailing address	Is this a new address? <input type="checkbox"/> Yes <input type="checkbox"/> 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 Skier (\$61)
- In God We Trust (\$61)  
(only up to 5 characters)

• **Motorcycle Standard** (use up to 4 characters)

- Life Elevated Arches (\$61)
- Life Elevated Skier (\$61)
- In God We Trust (\$61)  
(only up to 3 characters)

• **Disabled Person** (use up to 5 characters)

- Life Elevated Arches (\$66)
- Life Elevated Skier (\$66)
- Disabled Standard (\$66)

• **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:

\_\_\_\_\_  
Special plate type/name

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

--	--	--	--	--	--	--	--

→ Explain the meaning of these characters: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### 2nd Choice

--	--	--	--	--	--	--	--

→ Explain the meaning of these characters: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### 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

X \_\_\_\_\_

→ 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.

210 North 1950 West  
Salt Lake City, Utah 84134  
(801) 297-2200  
Fax: (801) 297-6358  
[www.tax.utah.gov](http://www.tax.utah.gov)

*If you need an accommodation under the Americans with Disabilities Act, you may contact the Tax Commission at [taxada@utah.gov](mailto: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.*