

NOTICE OF PROPOSED GUIDANCE DOCUMENT

Personalized License Plates

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on Personalized License Plates, ch. 341, a proposed guidance document.

PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION

Comments may be submitted to the Wisconsin Department of Transportation for 21 days by:

1. Department's website:

<https://appengine.egov.com/apps/wi/dot/guidance-docs?guidDocId=DMV470>

2. Mailing written comments to:

Division of Motor Vehicles
Wisconsin Department of Transportation
4822 Madison Yards Way
PO Box 7336
Madison, WI 53707-7336

WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT

The final version of this guidance document will be posted at wisconsin.gov to allow for ongoing comment.

AGENCY CONTACT

DOTDMVGuidanceDocs@DOT.WI.GOV



State of Wisconsin Department of Transportation

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Vehicles that qualify:

- automobile
- motor home (annual registration only)

- motorcycle
- truck
 - 4,500, 6,000 or 8,000 pounds gross weight including dual purpose farm and dual purpose motor home
 - 12,000 pounds gross weight farm truck

Things you should know:

- DMV service centers **cannot** process personalized plate applications. All applications for personalized plates must be mailed to the address below.
- A \$15 personalized plate fee is required **each year** in addition to the regular annual registration fee. Motorcycles and farm trucks, which are renewed biennially, cost an additional \$15 for each year of registration (\$30 total).
- Visit [Personalized plate search](#) to find out if your choice for a personalized license plate is available.
- No refund or adjustment will be made for a change of choice or spacing after the plates are ordered, or if the application is unclear or incorrectly completed.
- DOT may refuse to issue, or may recall after issuance, a request that may be offensive to good taste or decency, misleading or conflicts with any other license plate.
- After you receive the Certificate of Registration, allow 4-6 weeks for the manufacturing and mailing process before the plates arrive.
- If you later decide to re-register with standard license plates, send a copy of your Certificate of Registration or renewal notice with a request for standard plates. Include the regular registration fee if your plates will expire within the next three months. Subtract \$15 from your annual personalized plate renewal fee if you are sending the change request with the renewal notice.
- For more information, visit [personalized and special plates FAQs](#).

How to apply:

1. Print clearly and sign the Personalized License Plate Information Application [MV2428](#)
2. Choose 1-7 characters (except for a motorcycle plate choose 1-5 characters).
3. Use capital letters or numbers.
4. Provide the meaning of your request, i.e., what does this represent?
5. Make check or money order payable to: **Registration Fee Trust**.
6. Complete the vehicle information on form [MV2428](#) if you want to have these plates ordered (not just reserved) at this time. If your plates are expiring within the next three months, also send the annual/biennial registration fee.
7. If you just want to reserve a personalized plate message, complete the application, but omit the vehicle information and check Reserve Only Box. Send the application and \$15. You will receive a confirmation notice with further instructions.
8. Mail with payment to:

Wisconsin Department of Transportation
Special Plates Unit
P.O. Box 7911
Madison, WI 53707-7911

For more information:

- [Disabled parking identification permits](#)
- [Temporary license plates](#)

Special Plates Unit

Email [Wisconsin DMV email service](#)

Phone (608) 266-3041

Fax (608) 267-5106

Contact Information

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