STATE OF LOUISIANA
OFFICE OF MOTOR VEHICLES

INSTRUCTIONS FOR OBTAINING A PERSONALIZED DEALER LICENSE PLATE

1. Personalized Dealer Plates are issued for automobiles, vans, suvs and pickup trucks only.
2. The vehicle must be in the dealer's inventory.
3. The top part of form DPSMV 1746 must be completed. The form has space for three choices. If you do not desire a second or third choice, do not fill in these blocks. If we cannot comply with your request, the DPSMV 1746 and remittance will be returned to you. If your request is accepted, you will be notified and Your choice will be placed on the next order.

These plates are issued on a first come, first serve basis. The plates cannot have more than 7 letters and/or numbers. Each plate must have at least two letters. Periods and/or dashes are allowed; however, periods and dashes count as part of the 7 characters allowed. If all 7 characters are used, there can be no free space. One free space is allowed if 6 characters are used. Only the 26 English alpha letters and numerals are acceptable. The commissioner will not issue a request that might carry a connotation offensive to good taste and decency.

An order for plates is placed once every four weeks. It takes approximately six weeks for the plate to be manufactured after the order is placed.

When the personalized dealer plate is received from the manufacturer it will be sent you at that time. Only one (1) dealer plate of each type (car) will be issued per salesman. This includes personalized and regular dealer plates combined.

After a personalized dealer plate has been issued to a dealer, he has priority on the use of that particular plate as long as he sends in his renewal application and fee during the renewal period.

UNDER NO CIRCUMSTANCES may a personalized dealer plate be transferred from one dealer to another.

The cost of renewing a personalized dealer plate is $40.00 per calendar year. A check made payable to the Office of Motor Vehicles along with the application must be submitted to the following address:

State of Louisiana
Office of Motor Vehicles
Attention: Special Plate & Title Unit
P.O. 64886
Baton Rouge, LA 70896