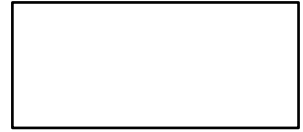




State of South Dakota
 Division of Motor Vehicles
 445 E. Capitol Avenue
 Pierre, SD 57501

VALIDATION AND
 OFFICE USE ONLY



605-773-3541 | http://dor.sd.gov/Motor_Vehicles/

SDCL 32-5-89.2, 32-5-89.3,
 32-5-89.4, 32-5-89.5

Application for Personalized License Plate

A Instructions

Complete and submit this application to your County Treasurer's Office with the applicable fees.

- Personalized license plates may be requested for a non-commercial passenger vehicle, motor home or motorcycle.
- Vehicle plates are allowed a maximum of 7 characters (includes spaces), and motorcycle plates are allowed a maximum of 6 characters.
- Commercial vehicles and Interstate registrations are NOT eligible for personalized plates.
- Must be a South Dakota resident. Proof of residency may be required.
- The Department of Revenue may refuse to issue or recall any message that does not meet standards of good taste.
- The annual fee for a car, truck or mobile home is \$25. Initial applications require an additional \$5 mailing fee.
- The annual fee for a motorcycle is \$20. Initial applications require an additional \$5 mailing fee.
- If your plate message choice(s) is not available or denied, your fee will be refunded.
- Current license plates MUST be surrendered at the time of application.
- See page two of this form for the policy governing personalized plates.

B Applicant Information

Name

Street

City

State

Zip

Phone

Email

C Vehicle Information

Application Type

Car, Truck or Motor home

Motorcycle

Year

Make

Model

Title Number

Serial/VIN Number

Primary License Plate Number/ Registration Expiration Date

D Personalized Plate Request

If your first choice is not available or denied, your second choice will be considered.
 Please leave the boxes blank for spaces between numbers and letters.

Car, Truck or Motor home Characters

Motorcycle Characters

1st Choice _____
 1st 2nd 3rd 4th 5th 6th 7th

2nd Choice _____
 1st 2nd 3rd 4th 5th 6th 7th

1st Choice _____
 1st 2nd 3rd 4th 5th 6th

2nd Choice _____
 1st 2nd 3rd 4th 5th 6th

Please explain the meaning behind the requested personalized plates.

1st Choice:

2nd Choice:

E Signature

Applicant Signature

Date

The Secretary of the Department of Revenue, along with the Division of Motor Vehicles, may refuse to issue, or recall previously issued, personalized license plates. License plate requests must be kept in good taste and decency. Standards have been set to help the Department review and either approve or deny applications fairly and consistently.

Personalized license plates cannot contain any of the following:

- No special characters (such as #, \$, &, @, etc.) may be used.
 - \$D\$U#1
 - FUN@MV
- No vulgar words, terms, or abbreviations may be used.
 - The characters in the order used cannot express, represent, or imply a profane, obscene, or sexual meaning.
 - Includes definitions in the dictionary or found through internet searches.
- No word or term that is offensive or disrespectful of a race, religion, color, deity, ethnic heritage, gender, sexual orientation, disability status, or political affiliation.
- No words or terms that support lawlessness, unlawful activities, or that relates to illegal drugs or paraphernalia.
- No foreign words or terms that fall into any of the above categories.
- No combination of letters and/or numbers that conflicts with or is a duplicate of another South Dakota license plate or plate series.
 - Go to www.sdcar.org to “CK A PL8” to check the availability of specific plate options
- No combination of letters and/or numbers that could be misinterpreted or is confusing from a readability standpoint for law enforcement purposes.
 - 88B88B

Applicants are encouraged to submit two personalized license plate choices. The second choice will be considered for approval and availability if the first choice is denied for any reason.

It is also very important for the applicant to make sure that the application is fully completed, including a clear description of the plate meaning. Applications with missing information will be denied.

If an application is denied, the applicant will be notified of the reason for the denial and the personalized plate application fee will be refunded. The applicant may reapply with new plate choices by submitting a new application and fee.