



MEDIA RELEASE

Bureau of Motor Vehicles

Ohio Bureau of Motor Vehicles • Carolyn Williams, Acting Registrar
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Ohio BMV to Begin Sale of Beautiful Ohio License Plates Nov. 23

- New plates to sell for \$7.50 plus applicable fees, serve as optional plate -

COLUMBUS – Beginning Nov. 23, 2009, Ohio Bureau of Motor Vehicles customers purchasing and/or renewing license plates will have the option to purchase the new “Beautiful Ohio” plate design in addition to Ohio’s standard issue “Sunburst” red, white and blue plate, Ohio Department of Public Safety Director Cathy Collins-Taylor announced today.

The cost of the plates will be \$7.50, in addition to other applicable fees that apply when purchasing new or replacement plates.

Ohio Department of Public Safety officials initially released an incorrect fee of \$2.50 for the new plates, which was reported in media reports today across the state. The \$2.50 fee is incorrect, as it mistakenly referenced the former standard plate fee which increased to \$5.50 earlier this year as a result of motor vehicle fee increases approved by the Ohio General Assembly.

The Ohio Department of Public Safety and Ohio Bureau of Motor Vehicles apologize for the error in the plate pricing information released today.

Customers interested in obtaining a new set of plates featuring the Beautiful Ohio design or the Sunburst design – the state’s designated general issue plate – will pay a total cost of \$11.75, as compared to the former total fee of \$6.25.

Additional mandatory fees include a \$3.50 Deputy Registrar fee, \$.25 county sticker fee and \$.25 per plate reflectorization fee to cover costs associated with reflective sheeting on the plates. These fees have not changed.

The release of the Beautiful Ohio plate is not a mandatory replacement for Ohio BMV customers. It is an option for those with current registrations to replace their current plates with the Beautiful Ohio design, while new registrations will have the option of choosing the state’s standard “Sunburst” design or the Beautiful Ohio design. To view an image of the new plate, please go to: <http://www.bmv.ohio.gov/BeautifulOhio.jpg>.

For more information about the BMV or other services, log onto
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