

Contact

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Business logo plates are designed for company owned vehicles. However, Virginia law permits the use of business logo plates on other vehicles with written authorization of the business.

Personalized plates must be in accordance with DMV's personalization policy.

Business Logo
Special Plates
A Commonwealth of Opportunity for Fleet Operators



**Introducing a new
"vehicle" to
advertise
your company.**


www.dmvNow.com
Virginia Department of Motor Vehicles
Post Office Box 27412
Richmond, Virginia 23269-0001

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Department of  Motor Vehicles



Introducing a new “vehicle” to advertise your company – customized business logo special plates, courtesy of the Virginia Department of Motor Vehicles. By driving around, your fleet will increase exposure of your company’s brand.

License plates that look different get noticed. And since all registered motor vehicles are required to have plates, why not invest a little extra for special plates that keep your company name in view?

Business logo special plates can also be personalized. For a one-time fee of \$15 per plate, imprint a message that expresses what your company does or sells, or simply number each vehicle in your fleet. You can display your business logo on permanent plates, too.

Order yours today. Business logo special plates are an affordable way to market your company and stand out from the crowd.

Eligibility Requirements

- ▶ Fleet of at least 100 vehicles registered in Virginia
- ▶ Participation in DMV’s EZ Fleet or webCAT online titling and registration systems

Fees

Set up: One-time administrative fee to sign up and create your new business logo special plate design.

The fee is based on fleet size:

100-199 vehicles	\$4,500
200-349 vehicles	\$4,200
349+ vehicles	\$4,000

Per plate: One-time \$5 fee*

Personalization: One-time \$10 fee*

*In addition to applicable annual or one-time vehicle registration fees.

How to Get Your Business Logo Plates

Eligible companies enter into an agreement to authorize DMV to display your company logo on the special plates. It’s that simple. From there, DMV approves the artwork and then develops the plates. Within months your fleet will be sporting your new customized plates.



License plates that look different

get noticed!