

**CHAPTER 7403**  
**DEPARTMENT OF PUBLIC SAFETY**  
**DRIVER AND VEHICLE SERVICES DIVISION**  
**PERSONALIZED LICENSE PLATES**

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**7403.0100 DEFINITIONS.**

Subpart 1. **Scope.** For the purpose of this chapter the following terms shall have the meanings ascribed to them:

Subp. 2. **Division.** "Division" means the Driver and Vehicle Services Division of the Department of Public Safety of the state of Minnesota.

Subp. 3. **Plate year.** "Plate year" means the first registration year of a multiyear issue plate.

Subp. 4. **Registrar.** "Registrar" means the registrar of motor vehicles of the state of Minnesota.

Subp. 5. **Reserved.** "Reserved" means the owner right to prior claim of a personalized plate.

**Statutory Authority:** *MS s 168.12 subd 2a*

**7403.0200 PURPOSE.**

The purpose of this chapter is to implement and provide effective administration for the issuance and transfer of personalized plates as provided by Minnesota Statutes, section 168.12, subdivision 2a.

**Statutory Authority:** *MS s 168.12 subd 2a*

**7403.0300 SCOPE.**

The scope of this chapter is intended to be consistent with the provisions of Minnesota Statutes, section 168.12, subdivision 2a.

**Statutory Authority:** *MS s 168.12 subd 2a*

**7403.0400 PLATES; FORMAT AND CONTENT.**

Subpart 1. **Characters.** The characters displayed upon a personalized plate may be only:

A. the following upper-case letters: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, and Z; and

B. the following numbers: 0, 1, 2, 3, 4, 5, 6, 7, 8, and 9.

Subp. 2. **Statutory specifications.** The plates shall be manufactured with the paint color, character size, character type style, reflective material, and other specifications used by the division for vehicles registered pursuant to Minnesota Statutes, section 168.017, for the appropriate plate year.

Subp. 3. **Minimum number of characters.** All plates shall have at least one character.

Subp. 4. **Characters limited.** No characters other than those specified in subpart 1, items A and B, will be permitted.

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Subp. 5. **Duplication.** No plate shall be a duplicate of any current personalized plate or a duplicate of any plate in a numbering system used by the division. The specific numbering systems prohibited on personalized plates shall be indicated on applications for personalized plates.

Subp. 6. **Division plate combinations.** No plate used by the division for other types of vehicles will be recalled from storage and destroyed in order that the combination may be issued as a personalized plate.

Subp. 7. **Spacing and hyphenation.** An applicant may elect to group characters by spacing and/or hyphenation. A space or hyphen is not a character. The maximum number of characters is six. Combinations of characters, spaces, and/or hyphens totaling more than seven will be rejected. No more than one space or hyphen is permitted between adjoining characters. If the total of characters, spaces, and/or hyphens is less than seven, the division shall have the right to center the characters, spaces, and/or hyphens on the plate.

**Statutory Authority:** *MS s 168.12 subd 2a*

## 7403.0500 APPLICATION; CONTENTS AND REVIEW.

Subpart 1. **Combination choices.** An applicant may submit up to three character combinations to be designated as a personalized plate. The division will determine if the first combination of characters has not been issued and is not of an obscene, indecent, or immoral nature or such as would offend public morals or decency. If the applicant's first choice cannot be issued, the division will review, in the same manner, the other choices listed. If no plate can be issued, the application will be cancelled and all appropriate fees will be refunded to the applicant.

Subp. 2. **Multiple owners.** If the application is for a vehicle owned by more than one person, all owners must sign.

Subp. 3. **Reserved combinations.** Only those combinations of characters approved for manufacture and paid for will be considered reserved.

**Statutory Authority:** *MS s 168.12 subd 2a*

## 7403.0600 REPLACEMENT PLATES.

Subpart 1. **Loss or theft.** In the event of the loss or theft of the personalized plate issued, the registrar, upon receiving a written statement from the owner setting forth the circumstances, may issue a new set of personalized plates with a different combination of characters. The new combination of characters shall be reviewed pursuant to subparts 4 and 5. The fee required by Minnesota Statutes, section 168.29 shall be paid. If no new combination of characters suitable to the applicant can be issued, a refund as calculated in part 7403.0800 shall be made. If a new combination of characters is issued, the applicant shall indicate to the registrar which combination of characters (original or replacement) shall be reserved.

Subp. 2. **Defacement.** In the event of defacement of the personalized plates, the registrar, upon receiving a written statement of the owner setting forth the circumstances, may reissue the same combination of characters to the owner. The fee required by Minnesota Statutes, section 168.29 shall be paid. To be reissued the same combination of characters, both of the personalized plates must be surrendered.

**Statutory Authority:** *MS s 168.12 subd 2a*

## 7403.0700 FEES.

The fee for personalized plates, as provided by Minnesota Statutes, section 168.12, subdivision 2a shall be prorated at \$10 per registration year or fraction thereof, of remaining plate life.

**Statutory Authority:** *MS s 168.12 subd 2a*

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### 7403.0800 REFUNDS.

Subpart 1. **Conditions.** Refunds prorated at \$10 for each full unused registration year may be made in the following cases:

- A. under the condition stated in part 7403.0600, subpart 1;
- B. if the owner of the personalized plates surrenders both personalized plates and applies for a refund.

Subp. 2. **Reserved combinations.** When a refund is made, the combination of characters is no longer reserved.

Subp. 3. **Nonuse.** No refund shall be made solely for nonuse for a registration year of the vehicle assigned personalized plates.

**Statutory Authority:** *MS s 168.12 subd 2a*

### 7403.0900 ASSIGNMENT OF PLATES.

Subpart 1. **In general.** Personalized plates are assigned by the division to an owner for the exclusive use on the passenger vehicle described in the application.

Subp. 2. **Transfer.** The personalized plates may be transferred to another vehicle owned by the applicant upon written notification of the registrar and:

- A. payment of the prescribed fee as provided by Minnesota Statutes, section 168.12, subdivision 2a;
- B. registration of the vehicle in Minnesota; and
- C. surrender (if any) of the existing Minnesota registration plates assigned to the vehicle.

Subp. 3. **Election to transfer plates.** If an owner sells a vehicle to which personalized plates have been assigned and elects to transfer the personalized plates with the vehicle, the owner shall automatically assign to the new owner the right to reserve that combination of characters and the right to any refund of the personalized plate fees.

Subp. 4. **Election to retain plates.** If an owner sells a vehicle to which personalized plates have been assigned and elects to retain the personalized plates, it shall be the responsibility of the owner or his agent to make application for regular passenger car plates before the vehicle is sold. However, the owner would not need to obtain regular passenger car plates before the vehicle is sold in the following situations:

- A. vehicle sold to a junk yard, scrap yard, insurance company, or salvage pool because the vehicle was severely damaged due to accident, fire, submission in water, or by natural causes such as wind or lightning;
- B. vehicle sold for junk or salvage because of the need for extensive mechanical repair;
- C. vehicle sold to an out-of-state buyer and plates will be secured in buyer's home state; or
- D. vehicle sold to a buyer who holds personalized plates, amateur radio plates, or citizen band plates for his or her own use.

Subp. 5. **Surrender of other plates.** The applicant must surrender any valid license plates assigned to the vehicle on which the personalized plates will be displayed at such time he or she is issued personalized plates.

**Statutory Authority:** *MS s 168.12 subd 2a*

### 7403.1000 INITIAL ISSUE.

Subpart 1. **Before November 15, 1976.** No application received before November 15, 1976, will be accepted.

Subp. 2. **After November 15, 1976.** Applications received on or after November 15, 1976, shall be reviewed and approved for manufacture pursuant to parts 7403.0400 and 7403.0500. Combinations approved for manufacture will be issued a plate with a 1978 expiration. In the event the expiration month of the

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applicant's vehicle does not permit the immediate issuance of the personalized plate, the application shall be held by the division until the applicant's 1978 vehicle registration can be renewed. All applications held by the division shall be reserved.

Subp. 3. **1974 specifications.** No personalized plate shall be manufactured using the 1974 license plate specifications.

**Statutory Authority:** *MS s 168.12 subd 2a*

## **7403.1100 RESERVATION DATE.**

For the next plate year, the owner of a vehicle assigned personalized plates shall notify the registrar, in writing, that he is reserving the combination of characters assigned to him. The notification shall be received by the registrar no earlier than 60 days before nor later than the 15th day of the month preceding the month in which the renewal notice for the vehicle is mailed.

**Statutory Authority:** *MS s 168.12 subd 2a*

## **7403.1200 DAILY SEQUENCING OF APPLICATIONS.**

Each application for personalized plates will be date-stamped by the receiving office. In the central office, applications bearing the same stamped date will be selected at random and numbered in ascending order. Applications with the same date will then be reviewed and character combinations approved for manufacture pursuant to parts 7403.0400 and 7403.0500 in ascending numerical sequence.

**Statutory Authority:** *MS s 168.12 subd 2a*