Louisiana Department of Public Safety
Office of Motor Vehicles
Policy 21.00 Personalized Prestige License Plates

Section: 5. Motor Vehicle License Plate Classifications & Requirements

Effective Date: 06/19/1973

Revised Date: 01/07/2022

To view Special Plates: http://omv.dps.state.la.us/

Authority:
R.S. 47:462
R.S. 47:463.2
To View Louisiana Statutes: http://www.legis.state.la.us/

Eligibility:
- Personalized prestige plates may be issued to automobiles, private trucks up to 16,000 lbs., vans, and motor homes.

Guidelines:
- Personalized plates are issued on a first come, first serve basis. Identical personalized prestige plates cannot be issued, including personalized prestige plates with the character configuration already on a personalized dealer plate.
  - The Commissioner will not honor a request that might carry a connotation offensive to good taste and decency.
  - Connotations that include obvious political statements will not be honored.
  - Only the twenty-six (26) English alpha and numeric characters, periods, and/or dashes are acceptable.
  - A plate cannot have more than seven (7) characters.
    - Periods and/or dashes count as part of the seven (7) characters allowed.
    - Spaces or two half spaces will count as one space of the seven (7) allowed characters.
    - If the personalized plate selection contains seven (7) alpha characters, numbers, dashes, and/or periods, no spaces will be allowed.
  - Each plate must have at least two (2) alpha characters.
    - Two alpha characters cannot be used as a prefix followed by numbers.
  - Personalized prestige plates cannot contain a regular plate sequence (three numbers followed by three alpha or three alpha followed by three numbers).
  - The following prefixes cannot be used: LSP, DPS, OMV, HQ, SP, TS, or LA.
  - A single alpha character prestige plate, if available, shall be issued at a different fee rate than the regular personalized prestige plate.
Requirements:
- Applications for initial issuance of a personalized prestige license plate may be submitted on a Request for Personalized Prestige License Plate (DPSMV 1619) form or on the website at www.Expresslane.org. Responses to website applications will advise what documentation and fees will be required.
- Proof of current vehicle registration.
- Proof of current, valid insurance for the vehicle in which the plate will be placed.

Fees:
- $25.00 per year - Personalized plate fee with more than one character in addition to regular registration fees.
- $250.00 per year - Fee for a single alpha character personalized prestige license in addition to regular registration fees.
- $3.00 - Fee to transfer plate from one vehicle in the applicant's name
- $3.50 - Administrative fee, due at initial issuance only
- $8.00 - Handling fee, due on all transactions except renewals

Notes:
- The plate cannot be transferred between motor vehicle owners unless a close family relationship (i.e. parent, grandparent, child, etc.) exists between owners.
- Ownership rights to a personalized plate remain with the owner until the personalized plate has been expired for one (1) year.
- Personalized prestige plates are ordered through the Specialized Vehicle Unit at initial issuance.
- Initial requests, including conversions, must be mailed to the Office of Motor Vehicles, Specialized Vehicle Unit, P.O. Box 64886, Baton Rouge, LA 70896.
  - Conversion requests include converting from a standard issued plate to a personalized plate, as well as converting from a currently issued specialty/personalized plate to another requested personalized plate.
- Personalized prestige plate renewals and transfers can be done at any field office or Public Tag Agency.