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: 02/14/2025

To view Special Plates: www.Expresslane.org

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.

General:
- 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.
- A single alpha character prestige plate, if available, shall be issued at a different fee rate than the regular personalized prestige plate.
- The table below outlines content allowed and not allowed for a personalized plate.

Allowed	Not Allowed
Up to 7 characters	More than 7 characters
Only 6 letters and/or numbers on a motorcycle or handicap personalized plate	Two alpha characters **cannot** be used as a prefix followed by numbers
Letters A to Z (must have at least two letters)	Contain a regular plate sequence (i.e. three numbers followed by three alpha or three alpha followed by three numbers).
Numbers 0 to 9	The following prefixes **cannot** be used: LSP, DPS, OMV, NOLA, HQ, SP, TS, or LA.
Spaces or two half spaces will count as one space of the seven (7) allowed characters.	Special symbols such as #, @, %, &, etc.
Periods (count as 1 space on plate)	A patented logo
Hyphens (count as 1 space on plate)	The number one (1) substituted for the letter “I” or the number zero (0) for the letter “O”
	Ethnic, racial, vulgar, or indecent connotations which may be offensive to good taste and decency
	Amateur radio call signs

Requirements:

Type of Issuance	Requirements	Fees

Initial Issuance	• 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.
	• A photocopy of the registration certificate of the vehicle on which the plate will be placed
	  ○ If the vehicle is not registered in the applicant's name, all necessary documentation required for titling of the vehicle must be submitted along with the request for the license plate.
	• Proof of insurance
		• $25.00 per year – plate fee with more than one character
		• $250.00 per year – plate fee with a single alpha character
		• Registration fees
		• $3.50 administrative handling fee
		• $8.00 handling fee

License Plate Renewal	• License plate renewal transactions may be processed:
	  ○ By an Motor Vehicle office or Public Tag Agency
	  ○ On Expresslane.org
	  ○ By mail, with renewal invitation
		• $25.00 per year – plate fee with more than one character
		• $250.00 per year – plate fee with a single alpha character
		• Registration fees

License Plate Transfer	• Plate may be transferred from one vehicle in applicant's name to another vehicle in applicant's name**.** • The plate cannot be transferred between motor vehicle owners unless a close family relationship (i.e. parent, grandparent, child, etc.) exists between owners • License plate transfer transactions may be processed: ○ By any Motor Vehicle office or Public Tag Agency	• $3.00 transfer fee • $8.00 handling fee

- 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.