Louisiana Department of Public Safety
Office of Motor Vehicles
Policy 21.01 Personalized License Plates for Dealers

Section: 5. Motor Vehicle License Plate Classifications & Requirements

Effective Date: 09/04/1984

Revised Date: 02/04/2019

Authority:
R.S. 47:473.1, Act 160 of the 1984 Legislature
To view Louisiana Statutes: http://www.legis.state.la.us/

General:
- State law provides for the issuance of special personalized license plate for dealers which may be used for such sale, demonstration, trading purposes, deliveries and transfers of vehicles.

Eligibility:
- To qualify for a special dealer personalized license plate, the dealer must have a current dealer permit number from the Louisiana Used Motor Vehicle and Parts Commission or from the Motor Vehicle Commission.

Requirements:
- A dealer must possess a current dealer's permit number issued by either the Louisiana Motor Vehicle Commission or the Louisiana Used Motor Vehicle and Parts Commission in order to be eligible to purchase a dealer license plate.
- A DPSMV1746 "Application for Personalized Dealer's License Plate" must be completed. The current dealer permit number must be shown on the application for the dealer license plate.
- The dealer must submit a copy of the certificate of insurance.
- Application can be made anytime during a calendar year.

Limitations:
- Identical personalized dealer plates cannot be issued, and personalized dealer plates cannot be issued if the character configuration is on a regular personalized plate.
- The Commissioner will not honor a request that might carry a connotation that is offensive to good taste and decency.
- Only the twenty-six English alpha characters, numeric characters, dashes, periods, or spaces are acceptable characters.
- A plate cannot have more than seven characters.
- Each plate must have at least two (2) alpha characters. The two alpha characters cannot be indicated as a prefix followed by numbers.
- The plate cannot contain a regular plate sequence (i.e. three numbers followed by three alpha characters or three alpha characters followed by three numbers).
- The following prefixes cannot be used: LSP, DPS, HQ, SP, TS, or LA
- Periods and/or dashes count as part of the seven characters allowed.
- One free space or two half-spaces are allowed if six characters are used.

- If all seven characters are used, there can be no free space.
- Plates may be transferred from one vehicle to another owned or operated by the same dealer.

Notes:

- Personalized Dealer Plates must be special ordered through the Specialized Vehicle Unit.

Fees:

- $25.00 annual fee
- $15.00 dealer inventory license plate fee for each plate.