

# Online Personalized License Plate Order Changes

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## New Information

Customers ordering personalized license plates online will **no** longer be able to pick up their license plates at a field office.

## Procedures

When ordering personalized license plates online:

- Customers will be required to provide the license plate number and last 3 digits of the vehicle identification number (VIN) of the vehicle the license plates will be assigned to.
- The personalized license plates **must** be:
  - Assigned to a vehicle during the application process.
  - Mailed to the customer's address on file once they are manufactured.

**NOTE:** Customers may no longer order personalized license plates as gifts online. Gift orders will require a completed Special Interest License Plate Application (REG 17) form submitted by mail or in person at a field office.

## Background

Approximately 75 percent of personalized license plates are ordered online. To reduce the number of customers coming into a field office, the Department of Motor Vehicles' online personalized license plate ordering process has been updated to allow these license plates to be assigned and issued directly by headquarters.

## Reference

*Vehicle Industry Registration Procedures Manual*, Chapter 21

## Distribution

Notification that this memo is available at **dmv.ca.gov** under Vehicle Industry Services was made via the California DMV Automated Email Alert System in October 2020 to the following:

- Dealers
- Registration Services

## Contact

Call the DMV Customer Communications Section at (916) 657-6560 for further clarification of this memo.