AIC 2017
License Plates

Sharon Madison
Warning...

The information contained in this presentation may be deemed inappropriate or offensive to some viewers.

It is not the intent of the presenter to offend any jurisdiction member or member of the audience.
SCDMV PERSONALIZED PLATES

Nothing Could Be Finer

STFU

South Carolina

Safe Drivers · Safe Vehicles · Secure Identities · Saving Lives
SCDMV PERSONALIZED PLATES

Nothing Could Be Finer

BGAZTRK

South Carolina

Safe Drivers • Safe Vehicles • Secure Identities • Saving Lives
Application Process

• Reviewed by at least two employees
• Consult various “dictionaries”
• Explanation of text from the applicant
• Questionable texts reviewed by Millennial employees
• System Edits for Prohibited Text
Recalls

- Consumer Complaints
- Law Enforcement Notification
- Manufacturer Notification
- Reviewed by Staff and Director
- Letter of Recall
New Legislation

• Personalization of Specialty Plates
• Organization will “Opt In”
• New Text Issues to Consider
No More Homeless Pets

S
N
SN POUND

South Carolina

Place Year Sticker Here

Safe Drivers • Safe Vehicles • Secure Identities • Saving Lives
SCDMV PERSONALIZED PLATES
Mothers Against Drunk Driving

South Carolina

Safe Drivers · Safe Vehicles · Secure Identities · Saving Lives
Breast Cancer Awareness

South Carolina
For More Information
Contact:

Sharon B. Madison,
Vehicle Services Deputy Director
For More Information
Contact: