Wisconsin LOVES license plates.

There are currently 51 special plates, with four additional approved plates in design.
All eligibility plates and the military group plates require certification for display.

- 56 Military Plate variations.
- 8 National Guard alternatives.
Prior to October 2016, the majority of all special plates were enacted through the legislative process.

The new administrative process (2015 Act 227) allows interested persons to apply directly to WisDMV for an authorized special plate.
Application Requirements:

• A development fee of $15,500
• 500 physical signatures from Wisconsin residents supporting the group’s special group
• A completed application form MV2090 Authorized Special Group License Plate Application and Signature Page
Administrative Approval Process:

- Group plate application is posted on WisDOT website for a 30 day public review period.
- Objections may be filed – based upon specific grounds.
- If no objections, the group plate is approved.
- If objections filed, the application is forwarded for review by Transportation Committees in both houses.
- Transportation Committee review is final.

*** If approved, 500 annual registrations must be maintained.
Customer Fees for Personalized & Special Plates

• All special plates and personalized messages require a $15 issuance fee. For personalized messages, the $15 fee is required annually.

• Donation plates require a $20 or $25 fee per year.

• These fees are in addition to the required $75 annual registration fee.
Personalized Plate Messaging

- Personalized messaging is available on standard and special plates.
- Maximum length of 6-7 characters.
- Customers can check the availability of their requested message online: [http://wisconsindot.gov/Pages/online-srvcs/other-servs/pp-search.aspx](http://wisconsindot.gov/Pages/online-srvcs/other-servs/pp-search.aspx)
Personalized Plate Messaging

- The form to request a personalized message requests up to 3 choices, and an explanation of the message must be provided.
- Messages are read forwards, backwards, and in a mirror.
- Staff consult Urban Dictionary, Google, translations, and the specifics for the requested vehicle.
- All questionable messages are run through the “Objectionable Plate Committee” for a final decision.
- An objectionable list is maintained on system for automatic refusals.
For More Information
Contact:

Kristina Boardman, Administrator
Wisconsin DMV
Kristina.boardman@dot.wi.gov