

Branding Best Practices

I. Branding Ownership Documents

When issuing an ownership document for a vehicle, a jurisdiction shall:

- 1) Issue an ownership document that identifies and makes known any brand or status that applies to the vehicle;
- 2) If allowed by state law, use standard designations such as “salvage vehicle” or “rebuilt salvage vehicle” in creating a brand for a vehicle;
- 3) Carry forward onto the ownership document any brands from jurisdictions in which the vehicle was previously titled;

Note: The preferred method of carrying forward a brand is to use the exact terminology established by the state whose brand is being carried forward. This information should be available on the ownership document being surrendered and on the National Motor Vehicle Title Information System (NMVTIS). If, due to statutory or systems constraints, this method of brand carry-forward is not possible, the next best approach is to match up the brand that is being carried forward to a brand used by your jurisdiction. A branding table is available on AAMVA's Web site.

- 4) In carrying forward such brands from other jurisdictions, identify next to the brand carried forward the jurisdiction that originated the brand;

Note: Either the full name of the jurisdiction or the two-letter postal abbreviation for the jurisdiction should be used.

- 5) In cases of multiple brands, if space limitations preclude showing all previous brands, list the most recent brands and “other brands exist.”
- 6) In placing branding information on an ownership document, use the standard location on the ownership document as set forth on the Universal Title approved by AAMVA;
- 7) With respect to both the jurisdiction's brands and those carried forward from other jurisdictions, print the brands on the ownership document in an obvious, clear and understandable manner, avoiding abbreviations and alpha, numeric or other symbols; and

Note: Size and color of the brand information should be selected so as to maximize its visibility to consumers and to titling personnel in other jurisdictions.

- 8) Include all branding information in the 2D bar code on the ownership document.

II. Branding and Electronic Systems

Each jurisdiction shall:

- 1) Make branding records available to NMVTIS immediately, with prompt batch updates until the jurisdiction becomes a NMVTIS participant;
- 2) Become a NMVTIS participant as soon as possible;
- 3) Upon becoming a NMVTIS participant, inquire on every vehicle that has a standard VIN prior to issuing an ownership document or creating a title record; and
- 4) If the jurisdiction issues proof of vehicle ownership electronically, incorporate in the electronic record these branding best practices to the extent applicable.

III. Vehicle-Branding

Each jurisdiction shall require that:

- 1) An anti-theft inspection of a salvage vehicle be performed prior to issuing a “rebuilt salvage” ownership document for the vehicle; and
- 2) A secure “rebuilt salvage” sticker is affixed to the left front door jamb of a rebuilt salvage vehicle.

IV. Training Regarding Branding

Each jurisdiction shall:

- 1) Train titling personnel in the identification of brands and in the communication of such brands to vehicle owners;

Note: AAMVA training will be available for registration and titling personnel. The table of brands on AAMVA’s Web site also may be of assistance.

- 2) Develop communications to educate consumers and other potential used vehicle purchasers of the existence and importance of brands.

V. Updating Branding Information

Each jurisdiction shall promptly update AAMVA regarding changes in its brands and/or in the meaning or application of those brands. Each jurisdiction shall promptly provide AAMVA with a copy of any new ownership document the jurisdiction issues.

Note: Jurisdictions are encouraged to participate in the AAMVA e-group on branding and to notify AAMVA of branding changes through communications to that e-group.