

Texas' Great License Plate Auction!



The Great Plate Auction showcases 50 unique plate messages!

Austin, TX, 22 September 2020. Fifty sought after and truly one-of-a-kind plate messages are up for grabs during Texas' Great Plate Auction that opens for bidding online September 14th and ends October 21st, 2020.

Many of the plate messages have never been released to the market before, including 7-letter messages like PARDNER and DEVOTED, not to mention patriotic messages like AMERICN and LIBERTY are also being offered. Also, for the first-time being auctioned is a unique way of spelling Texas in the form of TEXA5, using the number five for the S.

Some messages that are sure to attract quite a lot of interest include two-character low number plates like 23, for those that want to be like Mike, or perhaps choose QB to reminisce about College or High School football glory days. Another easy to remember combination is the low three-digit number 911, that you can choose to put on the official Porsche Club of America plate. With 50 different plate messages available, there's a little bit of something for everyone.



Into basketball? Then this auction has you well and truly covered. From HOOPS, to 1-MAVS and 1-SPUR. All three NBA teams in Texas have officially licensed branded plates within the My Plates program for these messages to appear on.



Additional to these messages, My Plates will offer a very special lot with the plate number 24 to commemorate and honor Kobe Bryant. More importantly, My Plates will donate their proceeds from the sale of number 24 to the Mamba and Mambacita Sports Foundation charity.



Unlike other everyday Texas license plates, plate messages sold at auction by My Plates are offered for a 5-year term and are legally transferable. This means the plate owner has the right to pass it on to a family member, or gift to a friend. Transferability also means these plates can be sold, and therefore could make great investments. Any future recipient also gets the same ongoing transfer rights.

All of the plate messages offered in this auction have an opening bid of only \$500, with only a few with a reserve beyond that price. Hence, on most plate messages, an opening bid could be the winning bid for that lot if no other bids are received.

“We wanted to open this auction up for all Texans to have the opportunity to secure one of these great plate messages” said Steve Farrar, President of My Plates. “We believe the auction list has a little bit of something for everyone to get excited about”.

The My Plates Great Plate Auction will be online-only and may be accessed via www.myplates.com/auction. Registering is quick and easy and once completed, you’ll be able to bid on your desired plate message.

Auction Details:

- Dates: September 14 to October 21, 2020.
- Online auction accessed via www.myplates.com/auction
- All bidders must be registered to place a bid.
- People interested in the auction can visit www.myplates.com/auction for more information, to register and to view the complete list of plate messages for sale.



The auction includes a wide selection of plate messages, from two-digit, low character messages, to never before released 7-letter messages, a range of numbers, a combination of letters and numbers and a whole lot more.

If you want to bid and don't live in Texas that's okay, people from outside the state can purchase a Texas auction license plate, however, the vehicle you place the auction plate on must be registered in Texas.

People interested in the auction can visit www.myplates.com/auction for more information, to register and to view the complete list of plate messages for sale.

Previous Auction Results:

- **12THMAN** sold for \$115,000 in September 2013, making it the most expensive plate message in Texas.
- **HOUSTON** sold for \$25,000 in January 2013.
- **3** sold for \$20,500 in May 2019.
- **8** sold for \$10,500 in November 2018.
- **ALAMO** sold for \$10,250 in March 2016.
- **99** sold for \$9,000 in April 2018
- **1969** sold for \$5,250 in August 2017.

Why buy at Auction?

- *Opportunity to purchase a truly exclusive plate message from My Plates' reserve collection.*
 - *First right of renewal at the state's everyday pricing, which means you can keep the plate for as long as you choose to renew it.*
 - *Auction plates are fully transferable. Not only can they be transferred from one vehicle to another, but also person-to-person, such as parent to their children or friend-to-friend. The plate owner also has the right to sell the plate message to another person with the same ongoing rights. As a result, Auction plates could be an excellent investment.*
 - *Peace of mind, knowing that you're purchasing your official Texas license plates from My Plates, the authorized specialty plate vendor for the Texas Department of Motor Vehicles.*
 - *Supports the General Revenue Fund of Texas, which provides services for all Texans.*
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Texas Great Plate Auction List – 50 LOTS

<u>LOT #</u>	<u>Plate Message</u>
1.	AAAAA
2.	23
3.	PARDNER
4.	TEXA5
5.	YEE HAH
6.	ART
7.	200
8.	GREEN
9.	LUCKY ME
10.	DEVOTED
11.	911
12.	BOXTER
13.	QB
14.	BEEVO
15.	GIGEMM
16.	1999
17.	AUS
18.	PURE
19.	24
20.	HOOPS
21.	1 MAVS
22.	1 SPUR
23.	55
24.	UUUU
25.	MARS
26.	1K
27.	TEXIAN
28.	TXUS
29.	AMERICN
30.	LIBERTY
31.	1960
32.	CUSTOM
33.	CHEVY 1
34.	DODGE 1
35.	DEMO
36.	BOSTON
37.	60
38.	TEJAS
39.	NNNNN
40.	EXPLORE
41.	GURU
42.	80
43.	HAN SOLO
44.	AB
45.	EEEE
46.	IGNITE
47.	HELLO
48.	JJJJJ
49.	TXS
50.	NORTH



My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 480,000 My Plates since November 2009, putting more than \$95M in the state general revenue fund. My Plates' goal is to create a long-term, mutually beneficial relationship designed to maximize revenues for the state through the sale of My Plates specialty plates.

www.myplates.com.

The Texas Department of Motor Vehicles (TxDMV) serves, protects and advances the citizens and industries in the state with quality motor vehicle related services. For every \$1 the agency spends, it returns more than \$10 in state revenue. These funds are primarily used to build and maintain the state's roads and bridges. Each year the agency registers almost 24 million vehicles; regulates vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; issues oversize and overweight permits; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at www.TxDmv.gov.

For more information, contact Steve Farrar at (512) 633-7978 or steve@myplates.com

Image downloads:

1. Image 1: <https://ce9a9387e1bc258c3cfa-af7906f4e771b24864bbfa3048e4a635.ssl.cf2.rackcdn.com/TEXAS AMERICAN LIBERTY.jpg>
2. Image 2: <https://ce9a9387e1bc258c3cfa-af7906f4e771b24864bbfa3048e4a635.ssl.cf2.rackcdn.com/23 QB-911.jpg>
3. Image 3: <https://ce9a9387e1bc258c3cfa-af7906f4e771b24864bbfa3048e4a635.ssl.cf2.rackcdn.com/HOOPS MAVS SPURS.jpg>
4. Image 4: <https://ce9a9387e1bc258c3cfa-af7906f4e771b24864bbfa3048e4a635.ssl.cf2.rackcdn.com/24.jpg>