



South Dakota Department of Revenue
445 East Capitol Avenue
Pierre, SD 57501

Policy # MV118	Policy Effective Date: 12/8/2015
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Policy Issue/Name PERSONALIZED PLATES
Purpose: To clarify the approval process for personalized plates and the allowable messages.
Applicable Statutes: 32-5-89.2

Action Plan/Process:

Each personalized license plate must meet the criteria in SDCL 32-5-89.2, which includes:

- Must be a noncommercial registered vehicle
- Regular passenger vehicles, such as a car, truck, or motorhome, may use up to seven characters
- Motorcycles may use up to six characters
- Each plate must contain at least one letter or number
 - Cannot be a single 1 or 2
- Alphabet characters must be uppercase
- A space counts as a character towards the maximum allowed
- Characters must be in an upright position

The Department may refuse to issue, or recall previously issued, personalized license plates. Personalized license plates must be in good taste and decency. Standards have been set to help the Department review and either approve or deny applications fairly and consistently.

Personalized license plates cannot contain any of the following:

- No special characters (such as #, \$, &, @, etc.) may be used.
 - \$D\$U#1
 - FUN@MV

- No vulgar words, terms, or abbreviations may be used.
 - The characters in the order used cannot express, represent, or imply a profane, obscene, or sexual meaning.
 - Includes definitions in the dictionary or found through internet searches.
- No word or term that is offensive or disrespectful of a race, religion, color, deity, ethnic heritage, gender, sexual orientation, disability status, or political affiliation.
- No words or terms that support lawlessness, unlawful activities, or that relates to illegal drugs or paraphernalia.
- No foreign words or terms that fall into any of the above categories.
- No combination of letters and/or numbers that conflicts with or is a duplicate of another South Dakota license plate or plate series.
 - Go to www.sdcar.org to “CK A PL8” to check the availability of specific plate options
- No combination of letters and/or numbers that could be misinterpreted or is confusing from a readability standpoint for law enforcement purposes.
 - 88B88B

Applicants are encouraged to submit two personalized license plate choices. The second choice will be considered for approval and availability if the first choice is denied for any reason. It is also very important for the applicant to make sure that the application is fully completed, including a clear description of the plate meaning. Applications with missing information will be denied.

If an application is denied, the applicant will be notified of the reason for the denial and the personalized plate application fee will be refunded. The applicant may reapply with new plate choices by submitting a new application and fee.

The Department will review any complaints received regarding issued personalized license plates. The plate in question may be revoked if the Department finds that it does not meet the standards of good taste and decency. If the Department decides to revoke the personalized license plate, a certified letter will be sent to the owner notifying them of the reason for the revocation. The personalized plates are required to be returned to the Department. The revocation is effective ten days from the date of receipt of the letter, refusal to accept the certified letter date, or the last day the postal service attempted delivery of the letter. The owner has a right to make a written request for a hearing if they believe that the personalized license plate was revoked in error. The request for the hearing must be made prior to the effective date of the revocation.