

**What is a personalized license plate?**

A license plate consisting of requested numbers or letters or both, not exceeding 7 positions and not less than 1 position on regular registration plates and Wisconsin National Guard, and not exceeding 6 positions and not less than 1 position on special group plates. Disabled and Disabled Veteran plates may also be personalized.

**What vehicle types are eligible for personalized license plates?**

Personalized license plates are available for the following vehicle types:

- automobiles
- motorcycles (up to 5 characters; not available for special groups except US Veterans which have up to 4 characters)
- motor homes (annual registration only)
- motor trucks:
  - ~ 4,500, 6,000 or 8,000 pound gross weight including dual-purpose farm and dual-purpose motor home
  - ~ 12,000 pound gross weight farm truck

**How are personalized license plates obtained?**

An applicant must complete and return a special application form which includes a section where the personalized message choice(s) is listed.

**What is the cost?**

An annual fee of \$15 is required in addition to the regular registration fees.

**For more information contact:**

Bureau of Vehicle Services  
Special Plates Unit  
(608) 266-3041  
Email: [special-plates.dmv@dot.wi.gov](mailto:special-plates.dmv@dot.wi.gov)

