

810-5-1-234 Personalized License Plates

(1) An Alabama resident may apply for a personalized license plate by:

(a) Making application for the personalized license plate either through the department's online system or the licensing official of his/her county of residency.

(b) Obtaining approval by the department of the requested license plate message through either the online system or the licensing official's office of his/her county of residency.

(c) Paying any additional fees provided by law, plus any standard fees due.

(2) Upon completion of the steps in paragraph (1), the personalized license plate will be manufactured and shipped to the registrant.

(2) In accordance with §32-6-64, Code of Ala. 1975, the design of license plates, including all emblems, slogans, symbols, or characters appearing on the license plates, shall be by rule as promulgated by the Revenue Commissioner, and as otherwise specified by law.

(a) A license plate that contains objectionable language or symbols which are considered by the department to be offensive to the peace and dignity of the State of Alabama will not be manufactured.

(b) In the event a license plate is manufactured and subsequently considered by the department to be offensive to the peace and dignity of the State of Alabama, the license plate may be revoked.

(3) A person who is issued a personalized license plate may elect to surrender the license plate to the licensing official and request either a standard license plate or a distinctive license plate. The issuing official may reissue the personalized license plate message to another person upon receipt of a letter from the original message holder immediately releasing the message and collection of the additional fee plus any standard fees due. If the registration for a personalized license plate is not renewed for two (2) consecutive license years, the personalized license plate message may be assigned to another registrant.

(4) In accordance with § 32-6-154, Code of Ala. 1975, personalized license plates may only be transferred in the following situations:

(a) When the vehicle is individually owned and the owner acquires a new vehicle.

(b) When there is joint ownership of a vehicle, and the ownership of that vehicle (or a newly acquired vehicle) changes to individual ownership by one of the original vehicle owners.

(c) When a vehicle owner trades for another vehicle which is subsequently to be titled in the name of a business which is a sole proprietorship of the vehicle owner.

(d) When the vehicle and license plate are transferred to a spouse or child.

(5) The maximum number of alphanumeric characters permitted on a personalized license plate are five (5) to seven (7), depending on the license plate category. The department will reject requests that result in duplication of a personalized license plate message as provided under § 32-6-153, Code of Ala. 1975.

(6) Anyone who has a personalized license plate may elect to change to another license plate category with the same personalized message, provided the new license plate category accommodates the same number of alphanumeric characters used in the personalized plate message. If so, the registrant will be required to pay the additional fee to be distributed to the new sponsoring organization as provided under § 32-6-150, Code of Ala. 1975, and surrender the current license plate if not expired.

(7) The licensing official will issue, without charge, a sixty (60) day temporary license plate that must be displayed on the motor vehicle in accordance with § 32-6-51, Code of Ala. 1975, until the requested personalized license plate is received.

(8) The licensing official may not reissue a personalized license plate that has been revoked during the current license year. The personalized license plate message may be issued again beginning with the next registration year upon collecting the standard fee and additional fee as provided under § 32-6-150, Code of Ala. 1975.

(9) The denial or revocation of a personalized license plate message by the department may be appealed to the circuit court of the county where the motor vehicle is registered pursuant to § 40-12-275, Code of Ala. 1975.

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