

# Alabama Department of Revenue

**News Release**  
**Jan. 7, 2011**

## **Taking Customer Service to a New Level** **Alabama Department of Revenue Launches iPhone Application**

Montgomery—If you are one of the 200,000 Alabamians who chooses a personalized license plate for your vehicle, the process just became easier, quicker, and more convenient.

The Alabama Department of Revenue Motor Vehicle Division announced this week the launch of a free iPhone application that allows vehicle owners to search for a personalized license plate message and see how the message will actually appear on the license plate.

“This application gives vehicle owners who choose personalized plates a much more visually realistic image of the license plate. Vehicle owners will be able to see how their character combinations are actually spaced before the license plates are manufactured,” explained Motor Vehicle Division Director Brenda Coone.

The free application also has a search feature that can be used to locate county licensing officials’ offices and even provides maps and driving instructions to the officials’ offices. Additionally, the application features a “frequently asked questions” menu addressing motor vehicle registration, title, International Fuel Tax Agreement (IFTA), International Registration Plan (IRP), and mandatory liability insurance areas, as well as an index of related motor vehicle forms. The iPhone application provides users access to the same motor vehicle information that is available on the department’s Web site.

To find the free application in iTunes, search “Alabama DMV.”

“The major benefit of the new, free application is that individuals who may not have access to a computer can now use their iPhones, iPod Touch, or iPads to contact the department’s Motor Vehicle Division via email,” said Mrs. Coone. “It’s another important avenue to utilize in providing customer service.”

The Center for Advanced Public Safety (CAPS) at the University of Alabama created the application for the ADOR and allowed the department’s Motor Vehicle Division to claim the distinction of being the second department of motor vehicles in the country to offer a free iPhone DMV application. California was the first, launching a free application in February 2010.

For more information about Alabama DMV visit <http://itunes.apple.com/en/app/alabama-dmv/id399424940>.