

Memorandum

Bureau of Motor Vehicles

Dealer and Agent Services

To: Municipal Agents
From: Susan Harris-Pomerleau, Section Manager, Dealer and Agent Services
CC: Catherine Curtis, Director, Vehicle Services
Subject: Vanity Plate Website
Date: May 8, 2006

Effective immediately, Maine registrants can order a vanity plate online. We have expanded the website capabilities as the user can now order their available choice online by using their Visa, MasterCard or Discover card.

The application works similar to that of Rapid Renewal. The customer must have their valid registration in their possession to proceed with the ordering process. Once a suitable choice has been found, the customer submits the order and enters their current registration information. The registration information is then verified, payment is submitted and the customer prints off a confirmation page.

The Main Office has final approval of all vanity plate choices submitted. The processing and ordering of the vanity plates will also be completed at the Main Office.

If you have a customer asking for information as to whether a vanity plate is available or how to obtain a vanity plate, you should encourage your customer to use the web-site to check for availability and to order the requested vanity plate.

Please take the opportunity to visit the website at www.sosonline.org

If you have any questions or concerns, please feel free to contact this office at 1-800-452-1937.

SHP/mlw