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# Rules of Department of Revenue Division 10–Director of Revenue Chapter 23–Motor Vehicle

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**Title 12—DEPARTMENT OF  
REVENUE**

**Division 10—Director of Revenue  
Chapter 23—Motor Vehicle**

**12 CSR 10-23.010 Dealer Plate Allocation**  
(Rescinded July 14, 1982)

*AUTHORITY:* section 301.250.4, RSMo 1978. This version of rule filed Oct. 21, 1974, effective Oct. 31, 1974. Rescinded: Filed March 12, 1982, effective July 14, 1982.

**12 CSR 10-23.020 Dealer Registration**  
(Rescinded April 29, 1991)

*AUTHORITY:* section 301.251, RSMo 1986. Original rule filed April 14, 1980, effective Sept. 12, 1980. Amended: Filed March 26, 1982, effective July 12, 1982. Emergency amendment filed Aug. 14, 1984, effective Aug. 24, 1984 expired Dec. 22, 1984. Amended: Filed Aug. 14, 1984, effective Dec. 13, 1984. Amended: Filed May 27, 1986, effective Aug. 25, 1986. Rescinded: Filed Nov. 15, 1990, effective April 29, 1991.

**12 CSR 10-23.030 Bona Fide Established  
Place of Business**  
(Rescinded April 29, 1991)

*AUTHORITY:* section 301.251, RSMo 1986. Original rule filed April 14, 1980, effective Sept. 12, 1980. Amended: Filed March 26, 1982, effective July 12, 1982. Amended: Filed April 29, 1983, effective Sept. 11, 1983. Amended: Filed Dec. 5, 1983, effective March 11, 1984. Amended: Filed Feb. 3, 1984, effective May 11, 1984. Emergency amendment filed Aug. 14, 1984, effective Aug. 24, 1984, expired Dec. 22, 1984. Amended: Filed Aug. 14, 1984, effective Dec. 13, 1984. Amended: Filed May 23, 1985, effective Aug. 26, 1985. Amended: Filed May 27, 1986, effective Aug. 25, 1986. Rescinded: Filed Nov. 15, 1990, effective April 29, 1991.

**12 CSR 10-23.040 Cancellation of Dealer  
Registration**  
(Rescinded June 11, 1983)

*AUTHORITY:* section 301.257, RSMo Supp. 1982. Original rule filed April 14, 1980, effective Sept. 12, 1980. Amended: Filed March 26, 1982, effective July 12, 1982. Rescinded: Filed March 4, 1983, effective June 11, 1983.

**12 CSR 10-23.050 Dealers' Monthly  
Reports**

*PURPOSE:* The director of the Department of Revenue is charged with the responsibility of receiving dealers' monthly sales reports and securing power of attorney forms. This rule establishes time limits and guidelines concerning the submission of those reports.

(1) Every motor vehicle and boat dealer shall file a monthly sales report on a form prescribed by the director of revenue in accordance with section 301.280, RSMo. This report shall be completed in full and actually received by the Department of Revenue on or before the fifteenth day of the month following the month for which the sales are being reported. (Example: Sales occurring during the month of July must be filed on or before August 15.)

(A) If any due date for filing the report falls on a Saturday, Sunday or legal holiday in this state, the report shall be considered timely if it is filed on the next day which is not a Saturday, Sunday or legal holiday.

(B) If any monthly sales report required to be filed on or before a prescribed date is delivered after that date by United States mail, postage prepaid and addressed to the Department of Revenue, the date of the United States postmark stamped on the envelope shall be deemed to be the date of filing. Official United States postmarks will suffice as proof of mailing. Reports may also be submitted by certified mail, registered mail or the dealer may obtain a validated certificate of mailing or receipt from the United States Post Office to establish date of mailing.

(2) If no sales occur in any given month, a report must be submitted for that month indicating no sales.

(3) No motor vehicle or boat dealer, his/her agent or representative shall willfully or knowingly make a false statement in any monthly sales report required by section 301.280, RSMo and this rule; nor shall s/he, his/her agent or representative omit any information requested or fail to report any sale made by the dealership.

(4) Every motor vehicle and boat dealer shall retain copies of the sales reports submitted to the Department of Revenue as part of the records to be maintained at the dealership location as provided in section 301.560.1, RSMo and shall hold them available for inspection by appropriate law enforcement officials, officials of the Department of Revenue and the Motor Vehicle Commission.

(5) Every motor vehicle dealer shall submit the original secure power of attorney form (see 12 CSR 10-23.420) in which the dealer is listed as purchaser and a copy of the corresponding certificate of title with the dealer's monthly sales reports as provided in 12 CSR 10-23.420. Secure power of attorney forms and copies of the corresponding titles received by a dealer in a particular month should be submitted with the sales report completed for that month.

*AUTHORITY:* sections 32.057, RSMo 1986 and 301.280 and 301.560.1, RSMo Supp. 1990.\* Original rule filed April 14, 1980, effective Sept. 12, 1980. Amended: Filed March 26, 1982, effective July 12, 1982. Amended: Filed Sept. 3, 1985, effective Jan. 26, 1986. Amended: Filed May 27, 1986, effective Aug. 25, 1986. Amended: Filed March 25, 1991, effective Aug. 30, 1991.

\*Original authority 32.057, RSMo 1979, amended 1980, 1983; 301.280, RSMo 1939, amended 1974, 1983, 1984, 1986, 1988, 1990; and 301.560.1, RSMo 1988, amended 1989.

*Burtrum Brothers Motor Co., Inc. v. Director of Revenue, Case No. RV-86-0650 (A.H.C. II/10/87). The Administrative Hearing Commission upheld the Department of Revenue's determination that petitioner failed to make the requisite number of sales. The Administrative Hearing Commission found that the "sales" reported by petitioner were sham transactions in that the buyer never took possession of the vehicles, titles remained in the petitioner's possession and the titles were not assigned to the alleged purchaser. Furthermore, the commission rejected the argument that respondent's only remedy when insufficient sales are made is to refuse to renew registration for the following year. The Administrative Hearing Commission held that the Department of Revenue may revoke a registration for petitioner's attempt to conceal its ineligibility by reporting sham transactions.*



MOTOR VEHICLE COMMISSION  
DEALER'S REPORT DESK  
P.O. BOX 43  
JEFFERSON CITY, MO 65105-0043  
**DEALER'S MONTHLY SALES REPORT**

FORM  
**385**  
(REV. 3-92)

DEALERSHIP  
DEALER NUMBER **D**  
STREET ADDRESS  
BOAT DEALER NUMBER **M**  
CITY, STATE, ZIP  
TELEPHONE NUMBER ( )

**TOTAL UNITS SOLD THIS MONTH**  
SALES MONTH SALES YEAR TOTAL TEMPORARY PERMITS ISSUED THIS MONTH  
**VEHICLES**  
QTY. OF NEW VEHICLES SOLD  
QTY. OF USED VEHICLES SOLD  
**BOATS**  
QTY. OF NEW BOATS/  
BOAT TRAILERS SOLD  
QTY. OF USED BOATS/  
BOAT TRAILERS SOLD  
**TOTAL SALES**

**INSTRUCTIONS**  
1. All reports must be completed in full, signed and mailed to the address above.  
2. Reports must be RECEIVED by the 15th day of each month following the month for which sales were reported.  
3. A separate report must be submitted for each month. If no sales, enter "NO SALES."  
4. **REPORT ALL SALES** - retail/wholesale - motor vehicles, cycles, trailers, atv's and boats.  
5. The ORIGINAL Secure Power of Attorney (DOR-3020) or the second copy of Form 3020S and a copy of the front and back of the corresponding title must accompany this sales report for each vehicle sold, if applicable.  
6. DO NOT REPORT MOBILE HOME SALES OR OUTBOARD MOTOR SALES.  
7. Retain a copy of each report for your records. Refer any questions to (314) 751-8637 or (314) 751-8638.

DATE SOLD	NAME OF BUYER	YEAR	MAKE	MODEL	STYLE	VEHICLE/BOAT ID NUMBER FROM MSO OR TITLE	TYPE:			ODOMETER SETTING	NEW	USED	TEMPORARY PERMIT NUMBER (IF APPLICABLE)	NET PRICE
							MV	TRL	BOAT					
1.														
2.														
3.														
4.														
5.														
6.														
7.														
8.														
9.														
10.														
11.														
12.														
13.														

AS AN OFFICER, PARTNER OR OWNER OF THE DEALERSHIP, I HEREBY CERTIFY THAT THE STATEMENTS CONTAINED IN THIS REPORT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.  
SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_  
MO 860-0334 (3-92)



DATE SOLD	NAME OF BUYER ADDRESS OF BUYER	YEAR MAKE	MODEL STYLE	VEHICLE/BOAT ID NUMBER FROM MSO OR TITLE	TYPE:				ODOMETER SETTING	NEW USED	TEMPORARY PERMIT NUMBER (IF APPLICABLE)	NET PRICE
					MP	TRL	BOAT	DOC VES				
14.												
15.												
16.												
17.												
18.												
19.												
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35.												

DOR-385 (3-92)

MO 860-0334 (3-92)

### 12 CSR 10-23.070 Regulation of Dealer License Plates

*PURPOSE: The director of the Department of Revenue is charged with the responsibility of regulating the license plates issued to dealers. This rule establishes safeguards to prevent unauthorized use of dealer plates.*

(1) Whenever a dealer is no longer entitled to registration pursuant to section 301.251, RSMo through voluntary cessation of business, abandonment of a bona fide established place of business, failure to make four (4) sales per year, suspension or revocation of its registration, sale of the business, declaration of bankruptcy or for any other reason, the dealer license plates issued to that dealer immediately shall be surrendered to the director regardless of the unexpired time remaining in the registration period applicable to that license plate.

(2) Dealer license plates are issued primarily for the purpose of allowing a potential buyer to test drive a motor vehicle owned and held for resale by a dealer. A secondary purpose is to allow the transportation of vehicles owned by a dealer or manufacturer and held for the purpose of resale. Therefore, dealer plates may be displayed only on a motor vehicle or trailer that is—

(A) Owned by the manufacturer/dealer; and

(B) Held for resale.

(3) Vehicles on which the plates are displayed then may be operated by—

(A) A customer who is test driving the motor vehicle;

(B) An owner, officer or employee of the manufacturer/dealer;

(C) A buyer as provided in section 301.140.3, RSMo; or

(D) A customer who is test driving a truck or a trailer under loaded conditions provided a written demonstration agreement signed by the prospective customer and the dealer is present in the vehicle. The motor vehicle or trailer may be test driven for no more than twenty-four (24) hours if the vehicle is being operated in Missouri or for one (1) round trip only if being test driven outside Missouri. The written demonstration agreement must be on the dealership's stationery and include the following items:

1. A statement that the vehicle is being used for demonstration purposes only;

2. A description of the vehicle; that is, year, make and vehicle identification number;

3. The name of the person or company demonstrating the vehicle;

4. The dealer number;

5. A statement of the type of property being transported;

6. The date and time the demonstration began; and

7. If the vehicle is being demonstrated on a round trip outside Missouri, the estimated date the vehicle will be returned to the dealership.

(4) Section 301.253, RSMo provides that dealer plates may be displayed on any motor vehicle used by an employee or officer and owned by the manufacturer, distributor or dealer, but shall not be displayed on any motor vehicle or trailer hired or loaned to others or upon any regularly used service or wrecker vehicle. Therefore, dealer license plates may not be displayed on the following:

(A) Motor vehicles or trailers that are rented or leased;

(B) Motor vehicles or trailers that are loaned to someone other than an owner, officer or employee of the dealership (for example, a dealer may not loan a motor vehicle displaying a dealer license plate to his/her customer while the customer's vehicle is being serviced or repaired);

(C) Motor vehicles or trailers that are used for hauling or towing;

(D) Motor vehicles or trailers used by anyone who is not an officer or employee of the manufacturer/dealer, this includes relatives of employees and officers;

(E) Motor vehicles or trailers that are not for resale; and

(F) Any boat or vessel.

(5) Dealer plates displayed on all motor vehicles, other than motorcycles and motortricycles, must be twelve inches by six inches (12" × 6") in size.

*AUTHORITY: sections 301.140, 301.251 and 301.253, RSMo 1986.\* Original rule filed April 14, 1980, effective Sept. 12, 1980. Amended: Filed March 26, 1982, effective July 12, 1982. Amended: Filed Sept. 16, 1985, effective Jan. 26, 1986.*

*\*Original authority 301.140, RSMo 1939, amended 1947, 1951, 1978, 1979, 1986, 1987; 301.251, RSMo 1981, amended 1984, 1985, 1986; 301.253, RSMo 1981, amended 1985, 1986.*

### 12 CSR 10-23.100 Personalized License Plates

*PURPOSE: This rule establishes categories of specialized personalized license plates as well as the procedure for application for and issuance of the personalized license plates.*

(1) For the purpose of this rule, "special license plates" shall include personalized, collegiate, helping schools and other special organizational license plates.

(2) Special license plates are Missouri license plates containing letters or numbers in the format requested by the applicant. The combination of letters and/or numbers may include one apostrophe (') or one dash (—).

(3) All special personalized license plates are available in the following plate categories:

(A) Passenger;

(B) Recreational Vehicle;

(C) Local 6;

(D) Local 12;

(E) Beyond Local 6;

(F) Beyond Local 12;

(G) Motorcycle/Motortricycle;

(H) Local and Beyond Local 18—Professional Sports Team license plates only;

(I) Shuttle Bus—regular personalized plates only;

(J) Van Pool—regular personalized plates only; and

(K) Historic—regular personalized plates only.

(4) No special license plate will be issued which will conflict with any license number used or to be used in the regular license plate numbering system.

(5) No two (2) owners shall be issued identical plates; and no plates shall be issued containing or suggesting any profane or obscene word or phrase.

(6) No refunds will be made on the unused portion of any license plates surrendered for special license plates.

(7) Special license plates are not assigned to a particular vehicle until the plates are actually issued to the owner of that vehicle by the Department of Revenue.

(8) Special license plates shall not be transferred from one (1) owner to another, except that the holder of a special plate may follow



the procedures established by the director in order to display his/her special plate on a vehicle leased by the holder after approval by the director; and they shall not be transferred from one (1) vehicle category to another. This includes any request for transfer by gift, trust, will or judicial proceeding.

(9) The director of revenue shall reserve the right to approve or disapprove any request for special license plates or the transfer of license plates from one (1) vehicle to another in the same category.

(10) The month of expiration on all special license plates for motorcycles and motortricycles will be April of each year. Special license plates issued to the United States Congress, Missouri State Senate, Missouri House of Representatives and the following statewide elected officials: governor, lieutenant governor, secretary of state, state auditor, state treasurer and attorney general, which are issued in accordance with section 301.144, RSMo will expire in January of each year. The month of expiration on all other special license plates shall be staggered.

(11) Any person wanting to obtain special license plates must make original application for the plates on a form approved by the director of revenue and shall pay a fee of fifteen dollars (\$15) in addition to the regular registration fees. If at the time of registration the applicant applies for a biennial registration, s/he must submit a second special/personalized license plate fee. Application forms will be available to the public at all branch offices, fee agent offices and the Central Office of the department.

(12) Each initial application for special license plates shall be on a form prescribed by the director and submitted to the Department of Revenue, P.O. Box 100, Jefferson City, MO 65105-0100. Each application shall be accompanied by a special license plate fee of fifteen dollars (\$15), and a current emblem-use authorization statement in the case of collegiate license plates.

(13) If the applicant applies for a biennial registration at the time s/he picks up his/her special license plates, the applicant must submit a second emblem-use authorization statement indicating the minimum donation or the original emblem-use authorization statement

indicating twice the annual minimum donation.

(14) An applicant may receive his/her special license plates by surrendering his/her regular registration plates and paying any additional fees due on a prorated basis or by not surrendering his/her plates and paying the full registration fee.

(15) Once an owner obtains special license plates s/he shall have first priority on those plates for each of the following years that s/he makes timely and appropriate reapplication (renewal) for those plates and pays the annual special plate fee of fifteen dollars (\$15) or thirty dollars (\$30) for a biennial registration and any personalized plate fee required by law, in addition to the regular registration fees. Applicants who renew collegiate license plates, helping schools and special organizational license plates must also submit a new emblem-use authorization statement. At the time of renewal, if the applicant elects a biennial registration, s/he must present an emblem-use statement that reflects at least twice the amount of the annual donation.

(16) Special license plates for which the Department of Revenue has not received a reapplication (renewal) will be held for sixty (60) days from the date of expiration before being issued to a new applicant.

(17) Original applications for special license plates for motorcycles and motortricycles filed prior to January 1 of any calendar year shall be treated as applications for special license plates with an expiration month of the coming April. Original applications for special license plates for motorcycles and motortricycles filed after December 31 of any calendar year will be treated as applications for special license plates to be issued in the coming April with an expiration month of the next succeeding April.

(A) Example One: Original application filed on December 31, 1999, will result in special license plates which expire in April of 2000.

(B) Example Two: Original application filed on January 1, 2000, will result in special license plates issued in April of 2000 with an expiration month of April 2001.

(18) Original applications for special license plates issued to members of the United States Congress, Missouri State Senate, Missouri

House of Representatives and for the following statewide elected officials: governor, lieutenant governor, secretary of state, state auditor, state treasurer and attorney general, in accordance with section 301.144, RSMo, filed prior to October 1 of any calendar year shall be treated as applications for special license plates with an expiration month of the coming January, while applications filed after the last day of September of any calendar year will be treated as application for special license plates to be issued in the coming January with an expiration month of the next succeeding January.

(A) Example One: Original applications filed on September 30, 2000, will result in special personalized license plates which expire in January 2001.

(B) Example Two: Original applications filed on October 1, 2000, will result in special license plates issued in January of 2001 with an expiration of January 2002.

(19) Reapplications (renewals) for special license plates shall be filed with the Department of Revenue prior to the last day of the month in which they expire.

(20) The director of revenue may recall any special license plate erroneously issued under this rule.

*AUTHORITY: sections 301.144, 301.449 and 301.451, RSMo Supp. 1999.\* Original rule filed Aug. 14, 1978, effective Nov. 13, 1978. Amended: Filed April 11, 1979, effective July 11, 1979. Emergency amendment filed Oct. 30, 1979, effective Nov. 9, 1979, expired Feb. 18, 1980. Amended: Filed Oct. 30, 1979, effective Feb. 11, 1980. Emergency amendment filed March 9, 1982, effective March 19, 1982, expired July 16, 1982. Amended: Filed May 20, 1982, effective Sept. 13, 1982. Amended: Filed Feb. 24, 1984, effective June 11, 1984. Amended: Filed Nov. 18, 1986, effective March 12, 1987. Amended: Filed July 17, 1989, effective Oct. 27, 1989. Amended: Filed Oct. 30, 1989, effective March 26, 1990. Emergency amendment filed Sept. 16, 1991, effective Sept. 26, 1991, expired Jan. 23, 1992. Amended: Filed Sept. 16, 1991, effective Jan. 13, 1992. Amended: Filed Sept. 1, 1995, effective Feb. 25, 1996. Amended: Filed Jan. 31, 2000, effective July 30, 2000.*



*\*Original authority 301.144, RSMo 1977, amended 1979, 1983, 1984, 1989, 1992, 1993, 1995; 301.449, RSMo 1989, 1995; and 301.451, RSMo 1991, amended 1993, 1995, 1997.*



MISSOURI DEPARTMENT OF REVENUE  
 MOTOR VEHICLE BUREAU  
 P.O. BOX 100, JEFFERSON CITY, MO 65105-0100 (573) 526-3669  
**APPLICATION FOR MISSOURI  
 PERSONALIZED AND SPECIAL LICENSE PLATES**

**SEE INSTRUCTIONS ON REVERSE**

**"ANY FALSE STATEMENT IS A VIOLATION OF THE LAW AND MAY BE PUNISHED BY FINE, IMPRISONMENT, OR BOTH." (301.420 RSMO.)**

<b>NAME MUST APPEAR AS SHOWN ON VEHICLE TITLE</b>		<b>DO NOT WRITE IN THIS AREA</b>	
OWNER'S NAME			
STREET, RR, OR P.O. BOX NUMBER	CURRENT LICENSE NUMBER		
CITY, STATE, ZIP CODE	TELEPHONE NUMBER		

New Application     \*\*Adding a Name     \*\*Dropping a Name (Release of Interest Req)     \*\*Name Change Only (Same Owner)

**CATEGORY OF LICENSE PLATE (PLEASE CHECK WHICH CATEGORY OF LICENSE PLATE YOU NEED)**

Passenger (car)     Beyond Local 12 Truck     Motorcycle

Beyond Local 6 Truck     Local 12 Truck

Local 6 Truck     Recreational Vehicle

PROFESSIONAL SPORTS TEAM PLATES ONLY	
<input type="checkbox"/> Beyond Local 18 Truck	<input type="checkbox"/> Local 18 Truck

**TYPE OF LICENSE PLATE TO BE ISSUED (Proof of eligibility required - see reverse)**

**TYPE**

<input type="checkbox"/> Regular Personalized (\$15)	<input type="checkbox"/> Lions Club (Personalized) (\$15)	
<input type="checkbox"/> *Amateur Radio (\$15) Call Letters _____	<input type="checkbox"/> Masonic Grand Lodge (Personalized) (\$15)	
<input type="checkbox"/> Children's Trust Fund (Regular) (\$15)	<input type="checkbox"/> Missouri Jaycee (Regular) (\$15)	
<input type="checkbox"/> Children's Trust Fund (Personalized) (\$15)	<input type="checkbox"/> Missouri Jaycee (Personalized) (\$30)	
<input type="checkbox"/> Collegiate (Personalized) (\$15) College or University _____	<input type="checkbox"/> Prince Hall (Personalized) (\$15)	
<input type="checkbox"/> Disabled Person (Personalized) (\$15)	<input type="checkbox"/> Professional Sports Team (Personalized) (\$15)	
<input type="checkbox"/> Ducks Unlimited (Personalized) (\$15)	<i>(subject to availability and minimum order requirements)</i>	
<input type="checkbox"/> Eastern Star (Personalized) (\$15)	<input type="checkbox"/> Kansas City Blades	<input type="checkbox"/> St. Louis Blues
<input type="checkbox"/> Emergency Medical Services (\$15)	<input type="checkbox"/> Kansas City Chiefs	<input type="checkbox"/> St. Louis Cardinals
<input type="checkbox"/> Paramedic <input type="checkbox"/> Emergency Medical Technician	<input type="checkbox"/> Kansas City Royals	<input type="checkbox"/> St. Louis Rams
<input type="checkbox"/> *Firefighter (Regular) (\$15)	<input type="checkbox"/> Kansas City Wizards	
<input type="checkbox"/> *Firefighter (Personalized) (\$30)	<input type="checkbox"/> *Street Rod (Regular) (\$15)	
<input type="checkbox"/> Fraternal Order of Eagles (Personalized) (\$15)	<input type="checkbox"/> *Street Rod (Personalized) (\$30)	
<input type="checkbox"/> Helping Schools (Personalized) (\$15)	<input type="checkbox"/> Shuttle Bus (\$15)	
<input type="checkbox"/> Knights of Columbus (Personalized) (\$15)	<input type="checkbox"/> Vanpool (\$15)	
<input type="checkbox"/> Legislative (\$15)	<input type="checkbox"/> Other _____	
<input type="checkbox"/> Lions Club (Regular) (\$15)		

\*APPLICATION MUST BE NOTARIZED

**PERSONALIZED PLATE CHOICES (Complete only if applying for personalized plates)**

PLEASE USE ALL CAPITAL LETTERS AND SHOW CHOICES IN ORDER OF PREFERENCE. (Please include more than one choice.) Personalized license plates may consist of no more than six characters or six characters plus a dash, space or an apostrophe. Personalized plates displaying an emblem, motorcycle and motortricycle plates may consist of no more than six characters or five characters plus a dash, space or an apostrophe. The wheelchair accessibility symbol is displayed on Disabled Persons plates. The Department of Revenue will not issue plates that contain or suggest profane, obscene or inflammatory words or phrases, those contrary to public policy, or those that conflict with the regular license numbering system.

FIRST CHOICE	SECOND CHOICE	THIRD CHOICE	FOURTH CHOICE	FIFTH CHOICE	SIXTH CHOICE

**LICENSE OFFICE INFORMATION AND SIGNATURE (Must be completed by all applicants)**

**IMPORTANT:** These license plates will not be mailed. Indicate name of license office where plates are to be picked up.

OFFICE	OFFICE NUMBER	<b>I hereby apply for the personalized or special license plate indicated to be issued to the vehicle owner listed above.</b>
STREET	CITY	
		SIGNATURE OF OWNER OR APPLICANT
		<b>X</b>

**NOTARY INFORMATION (Must be completed if applying for amateur radio, fire department or street rod plates)**

NOTARY PUBLIC EMBOSSE OR BLACK RUBBER STAMP SEAL	STATE OF	COUNTY (OR CITY OF ST. LOUIS)
	SUBSCRIBED AND SWORN BEFORE ME, THIS	
	DAY OF	YEAR
	NOTARY PUBLIC SIGNATURE	MY COMMISSION EXPIRES
NOTARY PUBLIC NAME (TYPED OR PRINTED)		
<b>USE RUBBER STAMP IN CLEAR AREA BELOW.</b>		



**INSTRUCTIONS TO APPLICANT**

Applications must be completed, signed and submitted with the fee noted on the front of the application. This annual fee is in addition to the regular registration fee set by law and is payable upon renewal. Depending on the type of license plates requested, additional documentation may be required as noted below. Make check or money order (do not send cash) payable to the Missouri Department of Revenue and forward with this application to: MISSOURI DEPARTMENT OF REVENUE, MOTOR VEHICLE BUREAU, PERSONALIZED LICENSE PLATE SECTION, P.O. BOX 100, 301 W. HIGH ST., JEFFERSON CITY, MO 65105-0100. If you have questions, call (573) 526-3669.

Special license plates are issued only to those vehicles that are titled and registered in Missouri. Any special plate issued may be adapted to include the international wheelchair accessibility symbol and the word "DISABLED"

The pink copy of the validated DOR-1716 is proof your application for license plates has been received and approved by the Department of Revenue. If you requested personalized plates, they are being manufactured. You will receive additional notification in approximately two (2) to four (4) weeks when your license plates have been forwarded to the license office you indicated on the front of this application.

**NOTE: IF PERSONALIZED LICENSE PLATES ARE NOT RENEWED WITHIN 60 DAYS OF EXPIRATION THEY MAY BE REISSUED TO ANOTHER APPLICANT.**

**AMATEUR RADIO PLATES:** Your notarized signature on the front of this application constitutes a sworn statement that you hold an unrevoked and unexpired amateur radio license and that the call letters indicated on the front of this application are the official call letters issued by the FCC. You must submit a copy of your Federal Communications License with this application.

**DISABLED PERSON PLATES:** A signed physician's statement, DOR-1776, from a licensed physician, chiropractor, podiatrist, or optometrist must be submitted with your application.

**FIREFIGHTER PLATES:** Your notarized signature on the front of this application constitutes a sworn statement that you are a director of a fire protection district, or are compensated, partially compensated or a volunteer member of any fire department, fire protection district or voluntary fire protection association in Missouri. You further affirm that if you resign, are removed, or otherwise terminate association with the fire department, you will return your special license plates to the Department within fifteen (15) days.

**STREET ROD PLATES:** Your notarized signature on the front of this application constitutes a sworn statement that this vehicle was manufactured in 1948 or before and has been modified for safe road use including but not limited to modification to the drive train, suspension, brake system, and safety or comfort apparatus and which is not owned solely as a collector's item and which is not or intended to be used solely for exhibition and educational purposes. This registration is not transferable. If the vehicle is disposed of, plates must be returned to the Department of Revenue for cancellation.

**MISSOURI JAYCEES PLATES:** You must submit proof of membership in the form of a membership identification card.

**CHILDREN'S TRUST FUND, COLLEGIATE, DUCKS UNLIMITED, EASTERN STAR, EMERGENCY MEDICAL SERVICES, FRATERNAL ORDER OF EAGLES, HELPING SCHOOLS, KNIGHTS OF COLUMBUS, LIONS CLUB, MASONIC GRAND LODGE, PRINCE HALL, AND PROFESSIONAL SPORTS TEAM:** You must submit an Emblem/Logo Use Authorization Statement from the organization, college or university as proof of a donation.

**NOTE: PROFESSIONAL SPORTS TEAM LICENSE PLATE:** The Department of Revenue must receive a minimum of one hundred applications for each specific professional sports team before producing the license plates.

**12 CSR 10-23.110 Hearing Held Pursuant to Section 301.257, RSMo**  
(Rescinded April 29, 1991)

*AUTHORITY: section 301.257, RSMo 1986. Original rule filed Nov. 5, 1982, effective Feb. 11, 1983. Emergency amendment filed July 3, 1985, effective July 13, 1985, expired Nov. 10, 1985. Amended: Filed July 3, 1985, effective Oct. 11, 1985, Emergency amendment filed June 12, 1986, effective June 22, 1986, expired Oct. 20, 1986. Amended: Filed June 12, 1986, effective Sept. 26, 1986. Rescinded: Filed Nov. 15, 1990, effective April 29, 1991.*

**12 CSR 10-23.120 Business Records of Manufacturers, Dealers and Boat Dealers**  
(Rescinded December 3, 1992)

*AUTHORITY: section 301.251, RSMo 1986. Original rule filed April 25, 1983, effective Sept. 11, 1983. Amended: Filed May 27, 1986, effective Aug. 25, 1986. Rescinded: Filed April 23, 1992, effective Dec. 3, 1992.*

*William R. Newmann, d/b/a Goodfellow Auto Sales & Salvage, Inc. v. Director of Revenue, Case No. RV-86-0286 (A.H.C. 8/30/88). The Administrative Hearing Commission found that petitioner failed to maintain complete records and files on motor vehicles and motor vehicle parts acquired for resale in the business office at the registered location during normal business hours and that suspension of its auto salvage dealer's license was proper.*

**12 CSR 10-23.130 Legal Name on Title Application**

*PURPOSE: This rule sets forth the requirement of using the full legal name when making application for a motor vehicle or trailer certificate of title.*

(1) Any person(s) making application for a certificate of title for a motor vehicle or trailer must make the application using his/her or their full legal name. For the purpose of section 301.190, RSMo, the legal name is deemed to be the name that appears on that person's Missouri operator's or chauffeur's license.

(2) The legal name for any business making application for a certificate of title for a motor vehicle or trailer is deemed to be the name or the fictitious name as registered with the secretary of state.

*AUTHORITY: section 301.190, RSMo 1986.\* Original rule filed Feb. 3, 1984, effective May 11, 1984.*

*\*Original authority: 301.190, RSMo 1939, amended 1947, 1965, 1981, 1983, 1984, 1985, 1986, 1986, 1987, 1988, 1989, 1990.*

**12 CSR 10-23.140 Motor Vehicle Title Services**

*PURPOSE: This rule establishes the requirements that must be met for registration as a title service agent.*

(1) Motor vehicle title service agents registering pursuant to section 301.114.2., RSMo shall file an application with the Department of Revenue on a form provided by the director of revenue. The application shall be filed annually together with the following:

(A) Proof of registration with the Office of the Secretary of State, either Certificate of Incorporation or fictitious name registration, if required;

(B) A corporate surety bond on a form approved by the director of revenue. The bond requirements are—

1. The amount of the bond must be twenty-five thousand dollars (\$25,000);

2. The bond must be executed in the name of the State of Missouri for the benefit of any aggrieved party. The proceeds are to be payable to the aggrieved party upon receipt by the director of a final judgment from a court of competent jurisdiction against the title service agent;

3. The effective date for the bond must be on or before the date the application is received by the motor vehicle bureau;

4. The bond must state that it is conditioned upon the applicant's compliance with the provisions of the statutes applicable to all requirements for the lawful obtaining or receiving of certificates of ownership for motor vehicles;

5. The bond must state that it is an indemnity bond for loss sustained by any person by reasons of an act of the title service agent when that act could constitute grounds for suspension or revocation of the title service agent's registration; and

6. The bond must state that in the event of cancellation by the surety, the Department of Revenue will receive notice of cancellation prior to the cancellation;

(C) Address where business is to be conducted (not a post office box) and the established business hours; and

(D) Registration fee.

(2) A title service agent must file a separate application and shall be issued a separate

license for each location owned and operated by the agent.

(3) All registrations expire on June 30 of each year and applications for renewal must be filed in a timely manner to assure registration for the year beginning July 1.

(4) Any title service agent who changes the site of either the principal or a branch location must comply with all provisions of section 301.114, RSMo before the application may be accepted.

(5) Whenever a title service agent is no longer entitled to registration pursuant to section 301.114, RSMo through voluntary cessation of business, abandonment of the registered place of business, suspension of registration, sale of a business, declaration of bankruptcy or for any other reason, the title service agent immediately shall surrender his/her license to the director of revenue regardless of the unexpired time remaining in the registration period applicable to that license. No portion of the registration fee will be refunded.

(6) The agent must maintain reasonable business hours to allow contact by any authorized representative of the department, member of the Missouri State Highway Patrol or any authorized peace officer. Reasonable business hours will be considered to be 9:00 a.m. to 4:00 p.m., four (4) days a week. If the title service is closed, the agent, by notice, must inform the public of a reasonable method of making appointments and the hours during which the agent will be present. An agent may make written application to the Department of Revenue for approval of more limited hours of operation than those required in this section and may operate during the hours upon written approval by the Department of Revenue.

(7) Any changes in the application information must be reported immediately to the motor vehicle bureau.

*AUTHORITY: section 301.114, RSMo 1986.\* Original rule filed Sept. 10, 1984, effective Jan. 12, 1985.*

*\*Original authority: 301.114, RSMo 1984.*



MISSOURI DEPARTMENT OF REVENUE  
MOTOR VEHICLE BUREAU

**APPLICATION FOR TITLE SERVICE CERTIFICATE OF REGISTRATION**

Valid only for business address shown below (301.114 RSMo)

VALIDATION ONLY:

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Title Service Name: \_\_\_\_\_ Telephone: (\_\_\_\_) \_\_\_\_\_

Street: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ County: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Type of Ownership (Check One):

A.  Individual                                      B.  Partnership                                      C.  Corporation

D. If applicable, papers of incorporation filed in which state? \_\_\_\_\_

List all owners below: (If corporation, indicate principal officers)

1.	_____	_____	_____	_____	_____	_____	(____)
	Full Legal Name	Birthdate	Street	City	State	Zip Code	Home Telephone
2.	_____	_____	_____	_____	_____	_____	(____)
	Full Legal Name	Birthdate	Street	City	State	Zip Code	Home Telephone
3.	_____	_____	_____	_____	_____	_____	(____)
	Full Legal Name	Birthdate	Street	City	State	Zip Code	Home Telephone
4.	_____	_____	_____	_____	_____	_____	(____)
	Full Legal Name	Birthdate	Street	City	State	Zip Code	Home Telephone

I do solemnly verify that the concern named herein is a bona fide title service business, and that I do have the authority to make the statements contained and to sign this application.

\_\_\_\_\_  
Signature of Authorized Applicant

\_\_\_\_\_  
Date

---

**IMPORTANT**

- A title service agent must file a separate application and shall be issued a separate license for each location owned and operated by such agent.
- Copies of the following must be submitted with application for approval of registration:
  - Proof of registration with the Secretary of State, either Certificate of Incorporation, or Fictitious Name Registration; and,
  - a corporate surety bond in the amount of twenty-five thousand dollars (\$25,000.00).
- Whenever a title service agent is no longer entitled to registration pursuant to Section 301.114, for whatever reason, the title service agent shall immediately surrender his license to the Director of Revenue.

*"Any false statement in this application is a violation of the law and may be punished by fine or imprisonment or both" (301.420 RSMo).*

DISTRIBUTION: White Copy — Office, Pink Copy — Applicant, Yellow Copy — Audit

DOR-2509 (7-84)

Motor Vehicle Bureau  
Division of MV/DL  
Post Office Box 3325  
Jefferson City, MO 65105-3325

STATE OF MISSOURI  
DEPARTMENT OF REVENUE

Dear Title Service Applicant:

Enclosed is your title service registration renewal application for the 1990-1991 registration year. Please read and follow the instructions very carefully to prevent the rejection of your application and interruption of your business.

All title service registrations expire June 30th of each year. To guarantee that your application is approved before the June 30th expiration date, please submit the application and all requirements by June 23, 1990.

If you have any questions, please call (314) 751-4469.

Thank you for your immediate attention to these matters.

CENTRAL BRANCH SECTION  
Special Registration Unit  
5506 (4-10-90)



MISSOURI TITLE SERVICE REGISTRATION INSTRUCTIONS

Note: Title Service Registrations Expire June 30th of Each Year  
Renewals Should Be Submitted By June 23, 1990

Who Must Register?

Missouri law (301.114 RSMo.) requires any person who carries on or conducts a business, the purpose of which is to act as an agent for a fee in obtaining a certificate of ownership of a motor vehicle, to register as a motor vehicle title service agent.

Registration Requirements

Any person who registers as a Missouri title service agent must submit the following (A separate application and the required documents must be submitted for each location operated):

1. Application, DOR-2509 (7-84) - must be completed in full and signed by the owner, partner or corporate officer listed on the application;
2. Corporate Surety Bond - A corporate surety bond in the amount of twenty-five thousand dollars (\$25,000.00). Attached are the bond requirements and a sample bond that may be used. If the bond is due to expire, a notarized letter or form signed by the bonding company stating the bond is still in full force and effect must be submitted. The letter must indicate an expiration date or state that the bond is non-expiring, and shall in all cases state that the Department of Revenue will be notified in case of cancellation by either party.
3. Fees - A check or money order for the \$50.00 annual registration fee made payable to the Missouri Department of Revenue (Do not send cash).
4. Missouri law (301.114 RSMo.) requires all title service applicants to be of good moral character. Good moral character is determined through a criminal record check made by the Missouri State Highway Patrol of all owners, partners, or principal officers (if a corporation) listed on the application.

The required documents must be mailed to the address shown below. Failure to submit any of the required documents or fees as herein provided will result in the rejection of the application and cause a delay in registration. Mail all applications to the following address: Department of Revenue, Motor Vehicle Bureau, Special Registration Unit, P.O. Box 3325, Jefferson City, Missouri 65105-3325. Applications which are hand delivered will not be approved the same day they are delivered.



CORPORATE SURETY BOND

Missouri law requires that every applicant for a Motor Vehicle Title Service license shall furnish, at the time of application, a corporate surety bond in the penal sum of \$25,000.00. The bond shall be on a form provided by the Director of Revenue. The requirements of the bond are as follows:

1. The bond must be executed in the name of the State of Missouri for the benefit of any aggrieved party.
2. The title service name must be listed as principal of the bond.
3. The effective date of the bond must be on or before the date of the application for title service license.
4. The bond must state that it is conditional upon the applicant's compliance with the provisions of the statutes applicable to all requirements for the lawful obtaining or receiving of certificates of ownership for motor vehicles.
5. The bond must state that it is an indemnity bond for loss sustained by any person by reason of an act of the title service, when that act could constitute grounds for suspension or revocation of the title service's registration.
6. The amount of the bond must be \$25,000.00 and must specify that the liability of the surety bond shall in no event exceed \$25,000.00.
7. The bond may or may not state that it is payable to the aggrieved party only after final judgment of a Missouri Court against the title service.
8. The bond must indicate an expiration date or state that it is a non-expiring bond, and shall, in all cases, state that the Department of Revenue will be notified in case of cancellation by either party.
9. The principal (title service agent) must sign the bond and have his signature witnessed or notarized.
10. The authorized agent of the bonding company must sign the bond and have his signature witnessed or notarized.

If a completed bond form does not accompany the title service's application for registration, the application will be rejected. The attached sample bond meets all the requirements set forth by Missouri law and may be used as a sample.



SAMPLE BOND

MISSOURI TITLE SERVICE

KNOW ALL MEN BY THESE PRESENT, that we \_\_\_\_\_  
 as Principal, and \_\_\_\_\_, a corporation organized and  
 existing under the laws of the State of \_\_\_\_\_, having its  
 principal place of business at \_\_\_\_\_, as  
 Surety, are held and firmly bound unto the State of Missouri, in the penal sum  
 of Twenty-Five Thousand Dollars (\$25,000.00) for the payment of which, well and  
 truly to be made, we bind ourselves, our heirs, executors, administrators,  
 successors and assigns, jointly and severally, firmly by these present.

THE CONDITION of the above obligation is such that WHEREAS the Principal  
 has applied for the issuance of a Motor Vehicle Title Service license and  
 presents this bond in accordance with said statute.

NOW, THEREFORE, if the aforesaid Principal shall faithfully comply with the  
 provisions of the State of Missouri statutes applicable to all requirements for  
 the lawful obtaining or receiving of certificates of ownership for  
 motor vehicles, and shall indemnify any person dealing or transacting business  
 with the principal for any loss sustained by any person by reason of the acts of  
 principal provided such acts of Principal constitute grounds for suspension or  
 revocation of Principal's registration, then this obligation to be void;  
 otherwise, to remain in full force and effect.

The aggregate liability of the Surety of all persons shall, in no event,  
 exceed the amount of this bond during any one license year.

The bond shall be effective \_\_\_\_\_, 19\_\_\_\_ and shall  
 expire \_\_\_\_\_, 19\_\_\_\_ (Bond can be listed as "non-expiring").

This bond may be cancelled by the Surety giving written notice to the  
 Principal and Missouri Director of Revenue, stating the date of cancellation,  
 which in no event shall be less than thirty (30) days after receipt of said  
 notice by the Director of Revenue; however, the Surety shall remain liable for  
 any and all acts of the Principal covered by this bond up to the date of  
 cancellation.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

WITNESS TO PRINCIPAL'S SIGNATURE

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Signature of Title Service (Principal)  
 (Seal)

WITNESS TO SURETY'S SIGNATURE

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Signature of Bondsman (Surety) (Seal)

**12 CSR 10-23.150 Administrative Hearing Held Pursuant to Section 301.119, RSMo**

*PURPOSE: This rule establishes the procedures that will be utilized by the director and title service agents for compliance with section 301.119, RSMo.*

(1) A title service agent receiving a notice of revocation/suspension for failure to satisfy the requirements of state law must request a hearing by the date stated on the notice of revocation/suspension. Failure to request the hearing by that date will be considered a waiver of the right to an administrative hearing and will make final, for the purposes of review, the director's decision.

(2) The date of the United States postmark shall be deemed the date of filing. If the request for hearing is delivered by hand, the date of filing shall be deemed to be the date received by the director of revenue or his/her official representative. If any date for performing any act falls on a Saturday, Sunday or legal holiday in this state, the act shall be considered timely provided it is performed on the next succeeding business day.

(3) Hearings will be held in Jefferson City, Missouri. Cases will be placed on the administrative docket in the order in which they are received.

(4) Parties requesting hearings will be notified by first class mail of the date and time of the hearing. A copy of the notice will be sent to the attorneys of record and the parties involved.

(5) Parties requesting hearings will be allowed one (1) continuance at the discretion of the hearing officer, provided good cause is shown. All requests for continuances shall be made in writing, state good cause for the continuance and be signed and verified by the party making the requests or his/her attorney or authorized representative. All requests for continuance must be filed not later than six (6) days prior to the date of the scheduled hearing. The following events or conditions shall constitute good cause to continue a hearing:

(A) Death of a party, representative, or an attorney of a party, or a witness to an essential fact;

(B) Incapacitating illness of a party, or representative, or attorney of a party or witness to an essential fact. The request must contain a written statement by an attending physician reciting the nature and probable duration of the illness; and

(C) Unavailability of a party, representative or attorney or material witness due to an unavoidable emergency.

(6) Cases under section 301.119, RSMo shall be considered contested cases as that term is defined in Chapter 536, RSMo.

(7) Hearing procedures are as follows:

(A) The director of revenue or his/her representative shall state to the requesting party that the director has determined that the title service agent has failed to comply with the provisions of Chapter 301, RSMo and the basis for this decision by the director;

(B) The requesting party may present any new facts which s/he feels may show compliance with the applicable provisions of Chapter 301, RSMo;

(C) Parties may present testimony by affidavit. Affidavits may be filed at the time of hearing or after notice of setting of the hearing. Parties will submit the original and three (3) copies of affidavits;

(D) Failure to appear at the hearing at the stated time will make the decision of the director final as of that date; and

(E) The provisions of Chapter 536, RSMo shall apply to hearings held pursuant to section 301.119, RSMo.

(8) The director shall make findings of fact and conclusions of law and enter his/her decision. All parties will be mailed a copy of the findings of fact and conclusions of law. No decision will be given at the time of the hearing.

(9) The effective date of the director's decision shall be the date set out in the notice of revocation/suspension or the date set in the hearing decision letter, whichever date is later.

(10) Parties may present briefs of law at the time of the hearing.

*AUTHORITY: section 301.119, RSMo 1986.\* Original rule filed Sept. 10, 1984, effective Jan. 12, 1985.*

*\*Original authority: 301.119, RSMo 1984.*

**12 CSR 10-23.160 Good Moral Character of Motor Vehicle Dealers, Manufacturers, Boat Dealers, Salvage Dealers and Title Service Agents**

*PURPOSE: The director of the Department of Revenue is charged with the responsibility of determining that applicants for registration*

*as motor vehicle dealers, salvage dealers and title service agents are of good moral character. This rule establishes the guidelines which will be used to determine if the applicant is eligible for registration.*

(1) Except with a showing of evidence to the contrary, the following will be considered *prima facie* evidence on which the registration of a motor vehicle dealer, manufacturer, boat dealer, salvage dealer or title service agent will be denied because of lack of good moral character if the applicant:

(A) Has ever been convicted in any federal or state court of a felony relating to the acquisition or transfer of motor vehicles, trailers, motor vehicle parts or boats;

(B) Within five (5) years preceding the application, has been convicted in any federal or state court of a felony, within the last three (3) years, or has been convicted in any federal or state court of a misdemeanor relating to the acquisition of or transfer of motor vehicles, trailers, motor vehicle parts or boats; and

(C) Within three (3) years preceding the application, has been convicted in any federal or state court of a misdemeanor, or has shown contempt of laws in civil or administrative proceedings; or has had a motor vehicle dealer registration, manufacturer registration, boat dealer registration, salvage dealer registration or title service agent registration revoked in this or another state and has demonstrated through conduct since the date of the occurrence that no substantial improvement in character or reliability has occurred. A determination by the director of revenue that conduct subsequent to the occurrence in question demonstrated a failure to improve character or reliability will be made only following a notice to the applicant and a subsequent hearing before the director of revenue or his/her representative.

(2) Any dealer or applicant who receives notice of denial or revocation and desires to contest the *prima facie* of the fact(s) recited in subsection (1)(A) or (B) may request a hearing for the purpose of showing substantial rehabilitation or improvement in character sufficient to rebut the presumption created by the cited subsections. Request for a hearing should be submitted to the Director, Motor Vehicle and Driver's Licensing Division, P.O. Box 629, Jefferson City, MO 65105.

*AUTHORITY: sections 301.114, 301.221 and 301.251, RSMo 1986.\* Original rule filed Oct. 15, 1984, effective Feb. 11, 1985.*

Amended: Filed June 4, 1986, effective Aug. 25, 1986.

\*Original authority 301.114, RSMo 1984; 301.221, RSMo 1979, amended 1986; and 301.251, RSMo 1981, amended 1984, 1985, 1986.

**12 CSR 10-23.170 Registration of Corporation Motor Vehicles/Emission System Inspection Areas**

*PURPOSE: The director of the Department of Revenue is charged with the responsibility to determine that every application for registration of a motor vehicle contains all the information required by law. It is required in certain areas of the state, as part of the annual motor vehicle inspection certificate required for registration, that motor vehicles be tested to determine that the emission system is functioning within specified standards. Certain corporations based within the emission system inspection areas operate motor vehicles which are situated outside of the emission system inspection areas. This rule provides that the emission system inspection requirement does not apply to corporate motor vehicles based and operated exclusively outside of emission system areas.*

(1) The requirement that an application for registration of a motor vehicle within an emission system inspection area contain a certificate of emission system inspection shall not apply to motor vehicles owned by corporations based within the inspection areas only upon presentation of the following:

(A) A notarized affidavit stating that the motor vehicle in question is based and operated exclusively in an area of the state not subject to emission system inspection requirements; and

(B) A tax receipt or certified collector's statement showing that the state and county tangible personal property taxes for the preceding year have been paid by the applicant in the county where the motor vehicle(s) is situated or that no taxes were due.

*AUTHORITY: sections 137.095, 301.025, 301.130 and 307.366, RSMo 1986.\* Original rule filed Jan. 8, 1985, effective June 13, 1985.*

\*Original authority 137.095, RSMo 1977, amended 1983, 1985, 1989; 301.025, RSMo 1951, amended 1974, 1984, 1987; 301.130, RSMo 1939, amended 1947, 1949, 1951, 1969, 1977, 1981, 1983, 1986, 1987; and 307.366, RSMo 1983, amended 1984, 1988.

**12 CSR 10-23.180 Replacement Vehicle Identification Plates**

*PURPOSE: This rule clarifies the issuance of replacement vehicle identification number plates stamped with the original vehicle identification number assigned by the manufacturer of the motor vehicle or trailer by the Department of Revenue.*

(1) Upon certified application, the Department of Revenue may authorize the issuance of one (1) metal replacement vehicle identification number (VIN) plate with the original VIN stamped on the plate. The plate will be designed by the department in order to distinguish the replacement plate from the original plate. Before the issuance of any replacement plate, a physical inspection of the vehicle to determine the true and complete VIN must be made by an officer of a law enforcement agency approved by the Department of Revenue for that purpose. The inspecting officer shall certify the inspection in the appropriate place on the application and may retain a copy.

(2) After the replacement VIN plate is issued, the Department of Revenue will forward a copy of the application for replacement VIN (see 12 CSR 10-23.426) plate accompanied by the replacement plate itself to the original inspecting law enforcement agency who will make contact with the vehicle owner.

(3) The attachment of the replacement plate to the vehicle must be made by or under the supervision of the original inspecting law enforcement officer. A certification attesting to the attachment of the plate shall be made on a copy of the application by the officer and the copy will then be returned by the officer to the Department of Revenue. No replacement VIN plate other than one provided by the Department of Revenue shall be affixed to any motor vehicle or trailer.

(4) The fee for the replacement VIN plate will be seven dollars and fifty cents (\$7.50).

*AUTHORITY: section 301.300, RSMo 1986.\* Original rule filed July 31, 1985, effective Nov. 28, 1985.*

\*Original authority: 301.300, RSMo 1939, amended 1941, 1947, 1981, 1984, 1988, 1990.

**12 CSR 10-23.185 Obscene License Plates**

*PURPOSE: This rule establishes the guidelines for issuing personalized motor vehicle license plates.*

(1) Language or symbols which are obscene or profane are not protected by the *United States or Missouri Constitution*. The language or symbols shall not be allowed on any personalized motor vehicle license plate issued under the provisions of section 301.144, RSMo. In determining whether or not requests for personalized motor vehicle license plates contain language or symbols which are obscene or profane, the Department of Revenue will use the standards in section (2).

(2) The following terms, as used in this rule, shall be defined as follows:

(A) Obscene—Language or symbols which represent or describe ultimate excretory functions or sexual acts in a patently offensive manner or make lewd reference to the male or female sexual organs and appeal to the prurient interests of the average person applying contemporary community standards (see *Miller v. California*, 415 U.S. 15, 93 S.Ct. 2607 (1973)). Prurient interests, as used in this definition, shall mean shameful or morbid interest in nudity, sex or excretion that goes substantially beyond customary limits or candor in description or representation of these matters (see *Haldeman v. United States*, C.A. Kan., 340 F2d 59 (10th Cir., 1965)); and

(B) Profane—Language or symbols which are irreverent or contemptuous of things regarded as sacred or that imply divine condemnation (see *Baker v. State*, 16 Ariz. App. 463, 494 P2d, 68 (1972) and *Duncan v. United States*, 48 F2d 128 (9th Cir., 1931)).

(3) No motor vehicle license plate will be issued by the Department of Revenue if the language or symbols on the plate are obscene or profane. In order to make this determination, the Department of Revenue will look to the way the average person applying contemporary community standards would view the license plate. Factors which the Department of Revenue may consider in this regard include, but are not limited to:

(A) An explanation by the registrant as to why s/he chose particular language or symbols to be on his/her personalized motor vehicle license plate;

(B) Complaints from the public regarding a license plate with the same letters, numbers or symbols as that requested or held by the registrant;

(C) Complaints from the public regarding a license plate with similar letters, numbers or symbols as that requested or held by the registrant;

(D) Dictionary definitions of the language or symbols requested by the registrant; and