



# ***BMV NEWS***

## **Blue marks color of next Indiana license plate**

**INDIANAPOLIS** —Indiana's next license plate will feature a dark blue color with a white state flag design serving as the central theme. Pictures of the new license plate are available on the BMV's website at [www.IN.gov/bmv](http://www.IN.gov/bmv). For a high-resolution image of the new license plate design, please click [here](#).

More than 107,000 Hoosiers cast their ballots to choose Indiana's next standard license plate and the winner of the April 3-18 vote edged its closest competitor by about 2,500 votes, or by 2 percent. Voters chose the plate through the Indiana Bureau of Motor Vehicles Web site [www.IN.gov/bmv](http://www.IN.gov/bmv) or they cast paper ballots at BMV license branches statewide.

Indiana BMV Commissioner Ron Stiver unveiled the winning design today in a ceremony at the State Library.

"The license plate is a very visible state symbol, and we are obviously pleased that so many Hoosiers opted to let their voice be heard," Stiver said.

Voters chose plate design #3, the dark blue plate option, over design #1, which featured a lighter, fading background image of the state's flag. All four options presented to voters featured the state flag in various renderings. The winning design, created by BMV staff in collaboration with PEN Products, collected 30,764 votes compared to 28,235 votes for the second place entry.

The new 2008 license plate will replace the current green pastoral "Back Home Again" design, selected in 2002 and placed on vehicles beginning in 2003.

The new standard plate design for 2008 features a modified county designator, a one- or two-digit number that identifies the county of origin, which includes a reflective sticker with both the traditional county designator number and county name.

The county designator sticker will allow the BMV to reduce the risk of license plate fraud, save Hoosiers up to \$1 million annually through reduced inventory costs, and enable the BMV to offer customers the convenience of expanded BMV services through non-branch locations such as auto dealerships.

Stiver also announced the tentative approval of two of the sixteen applications for special group recognition plates for 2008. Special Olympics Indiana and the Indiana Coalition Against Sexual Assault met all technical and program criteria. Final approval is pending the groups' submission by July 31 of a petition signed by 500 individuals who will purchase the organization's license plate and a \$6,000 surety bond, as required by law. The organization must sell 2,000 plates over four years to remain in the program.

###

**Contact:** Greg Cook ([gcook@bmv.in.gov](mailto:gcook@bmv.in.gov)) or Julie Fletcher ([jfletcher@bmv.in.gov](mailto:jfletcher@bmv.in.gov)), (317) 233-2521.

*100 North Senate Avenue*

*Indianapolis, IN 46204*

*[www.IN.gov/bmv](http://www.IN.gov/bmv)*