



Texas Department of Transportation

VEHICLE TITLES AND REGISTRATION DIVISION • AUSTIN, TEXAS 78778-0001 • (512) 465-7611

February 23, 2000

Registration and Title Bulletin # 16-00

To: All County Tax Assessor-Collectors

Subject: News Release Announcing the Redesigned General Issue License Plates

PURPOSE

To make distribution of a news release we developed for you that can be used to announce the arrival of the redesigned general issue license plates (for passenger vehicles and trucks) once they reach your office.

DETAILS

As we told you in RTB 156-99 (dated 12/2/99), the Texas Transportation Commission approved the design for a new general issue license plate for both passenger vehicles and trucks. These new plates feature a colorful and detailed design including a space shuttle, a cowboy, and oil derricks.

Beginning this month, TxDOT will fill county orders for general issue license plates with a 50% mix of the new design and the current design. That means your customers will have their choice of plates until supplies of the current design are exhausted.

The attached news release can be sent to your local media outlets when the redesigned general issue license plates arrive at your office. We are also in the process of producing posters for your offices that resemble the artwork we have attached to this letter.

VTR CONTACT PERSON(S)

If you have any questions about the new general issue license plate, please contact your local VTR Regional Manager; questions about the news release go to Mr. Mike Viesca, our Public Information Officer, at 512/302-2076; or, contact me or Mr. Darrel Hunt, Deputy Director, at 512/465-7570.

Sincerely,

 Jerry L. Dike, Director
Vehicle Titles and
Registration Division

Attachments

cc: TxDOT Commission
TxDOT Administration
Ms. C. Eloise Lundgren, PIO
All District PIOs

FOR RELEASE, (DATE)

New license plate debuts in (County Name) County

Oil derricks, a cowboy, and a space shuttle will soon appear in (County Name) County. A new general issue license plate featuring these images will be issued to passenger vehicles and light trucks beginning (Date).

This new design features a space shuttle overlooking a traditional Texas landscape. The blue, red, and black plate will be the first general issue plate in Texas to include three colors (see Attachment).

"The plate design celebrates the state's past and future," said (Tax Collector's Name), (County Name) County Tax Assessor-Collector. "It captures the pride we Texans have for our great state."

The new plate will replace the current Lone Star State design, which features a state flag to the right of the word "Texas." Both designs include the very popular slogan "The Lone Star State" along the bottom of the license plate. Motorists will have a choice between either license plate until supplies of the current design are exhausted.

"We will have both designs available, and customers will be able to pick the plate they prefer," said (Tax Collector's Last Name).

The new design will not result in any additional costs for Texas motorists, (County Name) County, or the Texas Department of Transportation (TxDOT).

TxDOT will initially manufacture seven million individual plates with the new design. There are more than 16.7 million vehicles registered in Texas.

For more information, or to photograph the new license plate, please call (County Contact Person's Name), (County Contact Person's Title), at (County Contact Person's Phone Number).

Passenger Vehicle License Plates



Current Design



New Design

Truck License Plates



Current Design



New Design

Artwork Provided by

