

Dealer Plates

General Notes

- Plates issued annually
- Number of plates per dealer determined upon sales volumes of vehicles sold filed with the Secretary of State.
- "Half Rate" is charged when there is four months or less left in a plate year

Dealer Plates- Permitted Uses (Title 29-A, Chapter 9, Section 1002)

- Purposes directly connected with the business of buying, selling, testing, adjusting, servicing, demonstrating or exchanging the vehicle etc.
- Personal use, no more than one plate for the use of the dealer and one family plate for the use by the owner's immediate family
- Use of a vehicle in a funeral or public parade when no charge is made for that use
- Use by full-time sales manager, sales staff and general manager who is on the payroll, but not in the dealer's immediate family
- Use by customers for no more than 7 days to demonstrate the vehicle
- Use by a dealer when the combined weight of the vehicle and the load does not exceed 10,000 pounds

New, Used Car or Motorcycle Family Plate-

- Must own at least 20% of the dealership
- Only one family plate allowed per owner
- Common law marriages do not apply
- Must be in dealer's active inventory
- Must have dealer license for one year to qualify
- May not be used on a motor home

New, Used Car or Equipment Service Plate-

- Cannot be used by customers
- Name of dealership must be displayed at least 3 inches in height on vehicle in which plate is used
- Use of service plate cannot exceed 24,000 lbs

Equipment Dealer Plate-

- Demonstrating equipment to customers
- Cannot be used on equipment that is being rented or leased

Loaner Plate-

- Can be used by customer up to 7 days, w/ an extension up to 30 days

Transporter/Light/Heavy Trailer Plates-

- Allow movement of vehicles/equipment from one point to another