Dealer Plates

Temporary Registration Plates

- Dealers *must* keep a written record of temporary plates, including all destroyed or voided plates.
- Do not share your inventory with other dealers. These plates have been assigned solely to your dealership.
- Do not attach a temporary plate to a vehicle you did not sell, lease, or transfer.
- Only the Dealer Division at BMV can authorize expiration extensions beyond the valid 30 days.
- Temporary Plates cost $2 each and can be obtained at any BMV Branch Office or via Dealer Licensing.
- Temporary plates ordered by phone with a credit card must be in increments of 25.
- Please bring a copy of your Dealer License and Identification.

Temporary Registration Plates

Department of
The Secretary of State
Bureau of Motor Vehicles

TEMPORARY PLATE LOG

Dealer License Number: _____

Dealer Name: _____

Date of Sale	Temp Plate #	Name	DOB	Address	Year	Make / Model	VIN (Full)

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101 Hospital Street, #29 State House Station, Augusta, Me 04333-0029 Tel. (207) 624-9000 Ext. 52143 Fax: (207) 624-9126 TTY Users call Maine relay 711

Dealers must submit their temporary plate log annually with license renewals. This log must be maintained by the dealer and is inspectable by a Law Enforcement Officer.

Issuing Temporary Registration Plates

A person attaching a temporary registration plate to a vehicle sold or exchanged by that person shall mark on the plate the date of expiration.

The date may not be less than one inch in height and must be written with indelible or waterproof ink.

The dealer shall complete a notice of sale for each temporary plate that is issued. A copy of the notice of sale shall be given to the customer, and another copy shall be maintained in the dealer's records.

The temporary plate must be attached to the rear plate bracket.

Use of Dealer Plates

1. Limitations on use. A person using a dealer plate may not operate a vehicle owned or controlled by a manufacturer or dealer except for:

A. Purposes directly connected with the business of buying, selling, testing, adjusting, servicing, demonstrating or exchanging the vehicle, including use of that vehicle by a full-time employee to attend schools and seminars designed to assist the employee in the testing, adjusting or servicing of vehicles;

B. Personal use by a manufacturer or dealer. There may be no more than one dealer plate for the personal use of the manufacturer or dealer and one dealer plate for the personal use of the immediate family of the dealer;

Use of Dealer Plates

<u>New, Used Car or Motorcycle Dealer Plate:</u>

- These plates are issued to dealers to allow a customer to road test a vehicle.

- A business plate may be used by the owner or a sales representative, general manager, sales manager, or service manager who are employees on the dealer's payroll full-time, but not in the dealer's immediate family or members of that person's household.

- <u>Must only be attached to a vehicle in the dealer inventory or controlled by the dealer.</u>

- Dealer plates may not be loaned out or leased to another party; they are for the sole use of the licensed dealer.

Use of Dealer Plates

<u>New, Used Car or Motorcycle Family Plate</u>:

- This is for the personal use of the dealer's spouse or child under the age of nineteen living with the dealer. (Rule 103)
- Must submit an application identifying family members who will be using the family plate(s).
- Owners/Partners must hold at least 20% ownership in the dealership.
- Only one (1) family plate is allowed per owner.
- Common law marriages do not apply.

Use of Dealer Plates

<u>New, Used Car or Motorcycle Family Plate</u>:

- Vehicle must be in the dealer's active inventory.
- <u>May Not</u> be used for <u>employment</u> purposes i.e., mail carrier, Mary Kay, Real Estate Agent.
- Must have a dealer license for one (1) year to qualify.

Use of Dealer Plates

<u>New, Used Car Service Plate</u>:

- These plates may only be used in connection with a new or used car dealer license.
- May only be attached to a vehicle used for the service or repair of vehicles sold or being repaired by a dealer.
- A vehicle to which the service plate is attached must have the name of the licensed dealership on the vehicle's side in letters at least 3 inches in height.

These plates **<u>May Not:</u>**

- Be used by a customer.
- Be attached to a vehicle that delivers parts to individuals or to businesses that are not owned by the dealer.
- Be used on vehicles that exceed 24,000 lbs, which includes the combined weight of the vehicle and load.

Use of Dealer Plates

Equipment Dealer Plate:

- This plate is for the purpose of demonstrating/delivering equipment to customers.
- This plate May Not be used on company vehicles, (IE: Trucks, cars, ETC.)
- This plate can not be used on equipment, on a public way, that is being rented or leased.
- If you are renting or leasing equipment, you must register these as special mobile equipment or special equipment.
- There is no weight limit for an equipment plate.

Use of Dealer Plates

Equipment Service Plate:

- Truck use only.
- This plate is for the servicing of equipment and/or picking up parts.
- This plate May Not be used by a customer.
- A vehicle to which the service plate is attached, must have the name of the licensed dealership on the vehicle's side in letters at least 3 inches in height.
- No weight requirement for equipment service plates

Use of Dealer Plates

Loaner Plate:

- To be used by a customer for a period of 7 days while their vehicle is being repaired. If the repairs are going to take more than 7 days you must contact Dealer Licensing for an extension of this plate, which May Not exceed 30 days.
- A loaner plate log must be maintained by the dealership listing the name, address, make, model, VIN, plate number, the customer's vehicle make, model, VIN, and the effective date of the loaner assignment. A complete record of the hour and date the vehicle is loaned and returned, the serial number of the vehicle loaned, the loaner plate number, and the registration number of the customer's vehicle must be recorded in the dealer's records.
- The customer's registration and any other credentials for the customer's vehicle must be carried in the loaner vehicle. There are no weight restrictions for loaner plates, however, the use of a loaner plate does not supersede any other existing laws.
- This plate May Not be used by the dealer or its employees.
- A customer May Not be charged a fee for the use of a vehicle with a loaner plate. To charge a fee the dealer must register the vehicles as short-term rental vehicle.

Use of Dealer Plates

Transporter Plate:

This plate is for garage owners, body shops, finance companies, banks, motor vehicle auction businesses, motor vehicle rental companies, recyclers, or repossession companies licensed by the Bureau of Consumer Protection or other public or non-profit organizations. To get a vehicle from point A to point B.

May be used to transport a vehicle owned by or in the custody of that owner or business. The vehicle must be accompanied by the transporter or an employee.

This plate **May Not** be used by a customer or for demonstration purposes.

Use of Dealer Plates

<u>Light Trailer Plate</u>:

This plate allows the movement of trailers that are 3000 pounds or less that are owned or controlled by the dealer.

A trailer plate may be used in conjunction with a new or used car dealer plate. The combination of the trailer and load cannot exceed 10,000 lbs without a permit issued by the Secretary of State.

Use of Dealer Plates

<u>Heavy Trailer Plate</u>:

This plate allows the movement of trailers that are 3000 pounds or more that are owned or controlled by the dealer.

A trailer plate may be used in conjunction with a new or used car dealer plate. The combination of the trailer and load cannot exceed 10,000 lbs without a permit issued by the Secretary of State.

Use of Dealer Plates

Light Wrecker and Heavy Wrecker:

- These plates allow a new, used, or equipment dealer to transport a vehicle to a dealership from point A to point B that may be deemed unsafe or wrecked or to transport vehicles purchased at auction.
- These plates May Not be used for commercial towing or for "in rotation" calls for police departments.
- A wrecker by design is equipped with a hoist apparatus or special equipment designed and used for towing or carrying wrecked or disabled vehicles. This plate may not be used for vehicles designed to carry more than two vehicles on its own body.
- The light wrecker plate May Not exceed 26,000 lbs.
- The heavy wrecker plate May Not exceed 80,000 lbs.

Reduce or Increase Dealer Plates

Reduction of Dealer Plates:

- A dealership must sell 12 vehicles in a 12-month period; if not, there will be a reduction of their dealer plates to two (2) plates. The reduction includes family plates, for which the family plate would be required to be surrendered. This law applies to dealers who are not exempt based on 29-A §903.3.

Plate Eligibility:

- **Applies to all dealers-both those who are subject to reduction under §903.3 and those who are exempt.** The number of plates allowed is based on retail sales as specified in Rule Chapter 103 Appendix A. Dealers whose business increases to a point where additional plates are needed may request more with verification of need.

Increase of Dealer Plates:

- Additional dealer business plates may be obtained at any time, except for those dealers who lost plates due to plate reduction, once the Dealer Section verifies the total retail sales for a time period to calculate the number of business plates that a dealership may have.

Loss of Dealer Plates

Forms MVD-374 & MVD-375

Complete one of the following forms:

Form MVD-374 – for lost, stolen, mutilated, or destroyed plates.

- Include $20.00 per plate or $50.00 per plate if a vanity plate.

Form MVD-375 – for lost, stolen, mutilated or destroyed stickers.

- Include $0.50 per validation sticker.

- **Note: If plates are lost or stolen, you <u>should</u> notify local law enforcement.**

Loss of Dealer Plates

FORM MVD-374

Department of
the Secretary of State
Bureau of Motor Vehicles

Notice of Lost Dealer Plate and Request for Replacement Plate
(also applies to loaner, transporter, and trailer transit)

Please print and use blue or black ink only.

Owner's name: _____

Legal business name: _____

DBA (if applicable): _____

Business physical address: _____
Street City/Town/State Zip

Shipping address: _____
Street City/Town/State Zip

Contact name: _____ Phone number: _____

REPLACEMENT PLATE FEE CHART			
PLATE TYPE	PLATE FEE (per plate)	PLATE TYPE	PLATE FEE (per plate)
New car dealer plate	$20	Motorcycle dealer plate	$ 5
New car vanity plate	$50	Light trailer dealer plate (under 3,000 lbs. unladen weight)	$ 5
Used car dealer plate	$20	Heavy trailer dealer plate (over 3,000 lbs.)	$20
Used car vanity plate	$50	Transporter plate	$20
Loaner plate	$20	Light wrecker dealer plate (26,000)	$50
Loaner vanity plate	$50	Heavy wrecker dealer plate (80,000)	$200
Service plate (new or used car only)	$50	Trailer transit plate	$20
Service vanity plate (new or used car only)	$80	Experimental plate	$20
Equipment dealer plate	$20		
Equipment dealer service plate	$50	Sticker	.50¢ (each)

License type and plate number: _____ and Letter of plate: _____

I hereby certify that the original plate was:

☐ Lost ☐ Stolen ☐ Mutilated (i.e. bent, faded, etc.-The mutilated plate must be returned to our office.)

Replace plate: ☐ Yes ☐ No Replace sticker: ☐ Yes ☐ No

If you are replacing plates, please understand, that by applying and receiving replacement plates, you are agreeing to use each plate according to the conditions of the corresponding license issued by the Secretary of State and the authorized use under Maine Motor Vehicle Statutes, Title 29-A.

Application may be emailed to: Dealerlicensing.bmv@maine.gov
Or faxed to: (207) 624-9126

The undersigned hereby certifies that all the information contained herein is true and correct to the best of my/our knowledge and belief. If representing a company, I further certify that I have been authorized by the company to sign on their behalf.

_____
Signature of authorized person Printed name Official title Date

BMV USE ONLY

New plate(s) issued: _____

New sticker(s) issued: _____

Issued by: _____ Date issued: _____

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Loss of Dealer Stickers

Form MVD-375

Department of
the Secretary of State
Bureau of Motor Vehicles

Notice of Lost Dealer Sticker and Request for Replacement Sticker

Please print and use blue or black ink only. **Sticker fee: .50¢ (each)**

Owner's name: _____

Legal business name: _____

DBA (if applicable): _____

Business physical address: _____
Street City/Town/State Zip

Business mailing address: _____
Street/PO Box City/Town/State Zip

Business phone number: _____ Business fax number: _____

Contact person: _____ Contact phone number: _____

License type/plate number: _____ Number of stickers needed: _____

I hereby request a duplicate sticker for the business described above. I certify that the original sticker is:

☐ Lost ☐ Stolen ☐ Mutilated (i.e. torn, faded, destroyed, etc.)

Application may be emailed to: Dealerlicensing.bmv@maine.gov
Or faxed to: (207) 624-9126

The undersigned hereby certifies that all the information contained herein is true and correct to the best of my/our knowledge and belief. If representing a company, I further certify that I have been authorized by the company to sign on their behalf.

_____
Signature of authorized person **Printed name** **Official title** **Date**

BMV USE ONLY

New sticker(s) issued: _____

Issued by: _____ Date issued: _____

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Please refer to the following for additional guidance:

- M.R.S.A. Title 29A Sections 954, 1002, 1003
- Secretary of State Rules and Regulations Chapter 103