

Personalized Plates Program

Information sheet

Personalized plates were introduced in Alberta in 1985 and are as popular today as they were over 25 years ago. Since implementation, more than 80,000 personalized plates have been issued and Albertans have proven to be very creative.

Program highlights

- The personalized licence plate can have up to seven characters consisting of letters, numbers or a combination of both. Special characters, including hyphens, question marks, exclamation marks, etc., are not permitted. Plates for veterans, motorcycles and off-highway vehicles are limited to a maximum of five characters.
- Personalized plates can be issued for almost every registration class except Dealer, Antique or Disabled plates. Plates are issued in pairs, except for motorcycles and off-highway vehicles.
- Alberta registries reserves the right to reject requests for personalized plates for any reason. Some examples that would cause a rejection of a licence plate configuration are if they reference or translate to any human rights discrimination, political slurs, foul language, sexual references, political references, illegal activity, alcohol or controlled substances or look-alikes to standard issue licence plates or personalized plates already issued etc.
- Section 53(2) of the *Traffic Safety Act* provides authorization for the Registrar of Motor Vehicle Services to refuse to issue, or recall at any time, any configuration that is considered inappropriate for a government-issued licence plate.

Placing an Order for Personalized Plates

- Orders can be placed through your local registry agent office.
- Payment is required at time of order. You will be required to prove identity and provide, in writing, the intended meaning of the configuration.
- If you want to purchase a personalized licence plate as a gift, ask the registry agent if they offer a gift card or certificate that can be purchased.
- Plates cannot be redirected to an alternate address. The plates will be sent to the address on the clients Motor Vehicle file.
- The process will take between four to six weeks.

For fee details and registry agent locations, please refer to the Service Alberta website at www.servicealberta.ca or call Alberta Registries at 780-427-7013.