



Office of
Jason Crowell State Senator
The Crowell Connection

Senator Jason Crowell – Serving Bollinger, Cape Girardeau, Madison, Mississippi, Perry, and Scott Counties.

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Missouri Needs a New License Plate and You Can Help Design It

You might not give a second thought to your car’s license plates once they are bolted on the bumpers, but various state agencies take them into constant consideration, and these thoughts have in fact led to the conclusion that the plates are due for a re-design.

The State Highway Patrol wants a plate that is easier to read from greater distances. They also helped drive the push to improve how renewal stickers are affixed to the plate. These stickers are popular with those unwilling to properly register their vehicles. These unscrupulous motorists either painstakingly unpeel stickers from other plates, or if there is a need for speedy removal, simply cut the corners of the tags off and peel the stickers off at home. So the Patrol, a participating member of a design advisory committee, is working to ensure the new plates have a larger renewal sticker with other security features to curb theft. Improved embossing of the plate’s month along with a revised year sticker will further help law enforcement in determining whether a plate is expired.

The Department of Revenue, responsible for issuing and managing the license plates, finds that they are coming close to running out of configurations for



Example of the last transformation of Missouri’s License Plates.

license plate numbers, thus making a new plate design inevitable as duplicate number/letter combinations cannot be issued.

You might say the Show-Me State's plates have slowly improved in looks over the years. The solid maroon plate with white letters served from 1979 to 1996, when the current theme, essentially the winning entry in a drawing contest, was rolled out. The DOR is holding a "people's choice" online contest for the next new look. The contestants are in fact online and ready for your vote.

To vote on the next license plate, log on to the Department of Revenue's website at www.dor.mo.gov and click on "Vote for Missouri's New License Plate." Missourians are able to vote through March 5, with the winning contestant announced shortly afterwards.



There are three designs to choose from for the new plate. On one, the Missouri logo contains a bright orange sun where the "o" would go, and the letters have reflections. A second displays a blue and white background similar to the current license plate, with an outline of the state of Missouri and a bluebird, Missouri's official state bird. The third entry is a more simple design that includes a yellow sun above a blue ribbon.

So, I hope you'll take the opportunity to give your input on what the metal rectangles on the front and rear of your car will look like. Soon enough, you'll probably find they've slid to the back of your mind. But, you'll get a chance to reacquaint yourself with this year's winning design every time you put on a new set of renewal stickers.

Contact Me

As always, I appreciate hearing your comments, opinions and concerns. Please feel free to contact me in Jefferson City at (573) 751-2459. You may write to me at Jason Crowell; Missouri Senate; State Capitol; Jefferson City,

MO 65101, or email me at: jcrowell@senate.mo.gov or visit me on the web at <http://www.jasoncrowell.com>.

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