

FIRST REGULAR SESSION  
SENATE COMMITTEE SUBSTITUTE FOR  
**HOUSE BILL NO. 926**  
100TH GENERAL ASSEMBLY

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Reported from the Committee on Transportation, Infrastructure and Public Safety, April 11, 2019, with recommendation that the Senate Committee Substitute do pass and be placed on the Consent Calendar.

1994S.02C

ADRIANE D. CROUSE, Secretary.

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**AN ACT**

To repeal section 301.560, RSMo, and to enact in lieu thereof three new sections relating to license plates.

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*Be it enacted by the General Assembly of the State of Missouri, as follows:*

Section A. Section 301.560, RSMo, is repealed and three new sections  
2 enacted in lieu thereof, to be known as sections 301.560, 301.3066, and 301.3067,  
3 to read as follows:

301.560. 1. In addition to the application forms prescribed by the  
2 department, each applicant shall submit the following to the department:

3 (1) Every application other than a renewal application for a motor vehicle  
4 franchise dealer shall include a certification that the applicant has a bona fide  
5 established place of business. Such application shall include an annual  
6 certification that the applicant has a bona fide established place of business for  
7 the first three years and only for every other year thereafter. The certification  
8 shall be performed by a uniformed member of the Missouri state highway patrol  
9 or authorized or designated employee stationed in the troop area in which the  
10 applicant's place of business is located; except that in counties of the first  
11 classification, certification may be performed by an officer of a metropolitan police  
12 department when the applicant's established place of business of distributing or  
13 selling motor vehicles or trailers is in the metropolitan area where the certifying  
14 metropolitan police officer is employed. When the application is being made for  
15 licensure as a boat manufacturer or boat dealer, certification shall be performed  
16 by a uniformed member of the Missouri state water patrol stationed in the  
17 district area in which the applicant's place of business is located or by a  
18 uniformed member of the Missouri state highway patrol stationed in the troop  
19 area in which the applicant's place of business is located or, if the applicant's

20 place of business is located within the jurisdiction of a metropolitan police  
21 department in a first class county, by an officer of such metropolitan police  
22 department. A bona fide established place of business for any new motor vehicle  
23 franchise dealer, used motor vehicle dealer, boat dealer, powersport dealer,  
24 wholesale motor vehicle dealer, trailer dealer, or wholesale or public auction shall  
25 be a permanent enclosed building or structure, either owned in fee or leased and  
26 actually occupied as a place of business by the applicant for the selling, bartering,  
27 trading, servicing, or exchanging of motor vehicles, boats, personal watercraft, or  
28 trailers and wherein the public may contact the owner or operator at any  
29 reasonable time, and wherein shall be kept and maintained the books, records,  
30 files and other matters required and necessary to conduct the business. The  
31 applicant shall maintain a working telephone number during the entire  
32 registration year which will allow the public, the department, and law  
33 enforcement to contact the applicant during regular business hours. The  
34 applicant shall also maintain an email address during the entire registration year  
35 which may be used for official correspondence with the department. In order to  
36 qualify as a bona fide established place of business for all applicants licensed  
37 pursuant to this section there shall be an exterior sign displayed carrying the  
38 name of the business set forth in letters at least six inches in height and clearly  
39 visible to the public and there shall be an area or lot which shall not be a public  
40 street on which multiple vehicles, boats, personal watercraft, or trailers may be  
41 displayed. The sign shall contain the name of the dealership by which it is  
42 known to the public through advertising or otherwise, which need not be identical  
43 to the name appearing on the dealership's license so long as such name is  
44 registered as a fictitious name with the secretary of state, has been approved by  
45 its line-make manufacturer in writing in the case of a new motor vehicle  
46 franchise dealer and a copy of such fictitious name registration has been provided  
47 to the department. Dealers who sell only emergency vehicles as defined in section  
48 301.550 are exempt from maintaining a bona fide place of business, including the  
49 related law enforcement certification requirements, and from meeting the  
50 minimum yearly sales;

51       (2) The initial application for licensure shall include a photograph, not to  
52 exceed eight inches by ten inches but no less than five inches by seven inches,  
53 showing the business building, lot, and sign. A new motor vehicle franchise  
54 dealer applicant who has purchased a currently licensed new motor vehicle  
55 franchised dealership shall be allowed to submit a photograph of the existing

56 dealership building, lot and sign but shall be required to submit a new  
57 photograph upon the installation of the new dealership sign as required by  
58 sections 301.550 to 301.580. Applicants shall not be required to submit a  
59 photograph annually unless the business has moved from its previously licensed  
60 location, or unless the name of the business or address has changed, or unless the  
61 class of business has changed;

62 (3) Every applicant as a new motor vehicle franchise dealer, a used motor  
63 vehicle dealer, a powersport dealer, a wholesale motor vehicle dealer, trailer  
64 dealer, or boat dealer shall furnish with the application a corporate surety bond  
65 or an irrevocable letter of credit as defined in section 400.5-102, issued by any  
66 state or federal financial institution in the penal sum of fifty thousand dollars on  
67 a form approved by the department. The bond or irrevocable letter of credit shall  
68 be conditioned upon the dealer complying with the provisions of the statutes  
69 applicable to new motor vehicle franchise dealers, used motor vehicle dealers,  
70 powersport dealers, wholesale motor vehicle dealers, trailer dealers, and boat  
71 dealers, and the bond shall be an indemnity for any loss sustained by reason of  
72 the acts of the person bonded when such acts constitute grounds for the  
73 suspension or revocation of the dealer's license. The bond shall be executed in  
74 the name of the state of Missouri for the benefit of all aggrieved parties or the  
75 irrevocable letter of credit shall name the state of Missouri as the beneficiary;  
76 except, that the aggregate liability of the surety or financial institution to the  
77 aggrieved parties shall, in no event, exceed the amount of the bond or irrevocable  
78 letter of credit. The proceeds of the bond or irrevocable letter of credit shall be  
79 paid upon receipt by the department of a final judgment from a Missouri court of  
80 competent jurisdiction against the principal and in favor of an aggrieved  
81 party. Additionally, every applicant as a new motor vehicle franchise dealer, a  
82 used motor vehicle dealer, a powersport dealer, a wholesale motor vehicle dealer,  
83 or boat dealer shall furnish with the application a copy of a current dealer garage  
84 policy bearing the policy number and name of the insurer and the insured;

85 (4) Payment of all necessary license fees as established by the  
86 department. In establishing the amount of the annual license fees, the  
87 department shall, as near as possible, produce sufficient total income to offset  
88 operational expenses of the department relating to the administration of sections  
89 301.550 to 301.580. All fees payable pursuant to the provisions of sections  
90 301.550 to 301.580, other than those fees collected for the issuance of dealer  
91 plates or certificates of number collected pursuant to subsection 6 of this section,

92 shall be collected by the department for deposit in the state treasury to the credit  
93 of the "Motor Vehicle Commission Fund", which is hereby created. The motor  
94 vehicle commission fund shall be administered by the Missouri department of  
95 revenue. The provisions of section 33.080 to the contrary notwithstanding, money  
96 in such fund shall not be transferred and placed to the credit of the general  
97 revenue fund until the amount in the motor vehicle commission fund at the end  
98 of the biennium exceeds two times the amount of the appropriation from such  
99 fund for the preceding fiscal year or, if the department requires permit renewal  
100 less frequently than yearly, then three times the appropriation from such fund  
101 for the preceding fiscal year. The amount, if any, in the fund which shall lapse  
102 is that amount in the fund which exceeds the multiple of the appropriation from  
103 such fund for the preceding fiscal year.

104         2. In the event a new vehicle manufacturer, boat manufacturer, motor  
105 vehicle dealer, wholesale motor vehicle dealer, boat dealer, powersport dealer,  
106 wholesale motor vehicle auction, trailer dealer, or a public motor vehicle auction  
107 submits an application for a license for a new business and the applicant has  
108 complied with all the provisions of this section, the department shall make a  
109 decision to grant or deny the license to the applicant within eight working hours  
110 after receipt of the dealer's application, notwithstanding any rule of the  
111 department.

112         3. Except as otherwise provided in subsection 6 of this section, upon the  
113 initial issuance of a license by the department, the department shall assign a  
114 distinctive dealer license number or certificate of number to the applicant and the  
115 department shall issue one number plate or certificate bearing the distinctive  
116 dealer license number or certificate of number and two additional number plates  
117 or certificates of number within eight working hours after presentment of the  
118 application and payment by the applicant of a fee of fifty dollars for the first plate  
119 or certificate and ten dollars and fifty cents for each additional plate or  
120 certificate. Upon renewal, the department shall issue the distinctive dealer  
121 license number or certificate of number as quickly as possible. The issuance of  
122 such distinctive dealer license number or certificate of number shall be in lieu of  
123 registering each motor vehicle, trailer, vessel or vessel trailer dealt with by a boat  
124 dealer, boat manufacturer, manufacturer, public motor vehicle auction, wholesale  
125 motor vehicle dealer, wholesale motor vehicle auction or new or used motor  
126 vehicle dealer. The license plates described in this section shall be made with  
127 fully reflective material with a common color scheme and design, shall be clearly

128 visible at night, and shall be aesthetically attractive, as prescribed by section  
129 301.130.

130 4. Notwithstanding any other provision of the law to the contrary, the  
131 department shall assign the following distinctive dealer license numbers to:

132	New motor vehicle franchise dealers	D-0 through D-999
133	New powersport dealers	D-1000 through D-1999
134	Used motor vehicle and used	
135	powersport dealers	D-2000 through D-9999
136	Wholesale motor vehicle dealers	W-0 through W-1999
137	Wholesale motor vehicle auctions	WA-0 through WA-999
138	New and used trailer dealers	T-0 through T-9999
139	Motor vehicle, trailer, and boat	
140	manufacturers	DM-0 through DM-999
141	Public motor vehicle auctions	A-0 through A-1999
142	Boat dealers	M-0 through M-9999
143	New and used recreational motor	
144	vehicle dealers	RV-0 through RV-999

145 For purposes of this subsection, qualified transactions shall include the purchase  
146 of salvage titled vehicles by a licensed salvage dealer. A used motor vehicle  
147 dealer who also holds a salvage dealer's license shall be allowed one additional  
148 plate or certificate number per fifty-unit qualified transactions annually. In order  
149 for salvage dealers to obtain number plates or certificates under this section,  
150 dealers shall submit to the department of revenue on August first of each year a  
151 statement certifying, under penalty of perjury, the dealer's number of purchases  
152 during the reporting period of July first of the immediately preceding year to  
153 June thirtieth of the present year. The provisions of this subsection shall become  
154 effective on the date the director of the department of revenue begins to reissue  
155 new license plates under section 301.130, or on December 1, 2008, whichever  
156 occurs first. If the director of revenue begins reissuing new license plates under  
157 the authority granted under section 301.130 prior to December 1, 2008, the  
158 director of the department of revenue shall notify the revisor of statutes of such  
159 fact.

160 5. Upon the sale of a currently licensed motor vehicle dealership the  
161 department shall, upon request, authorize the new approved dealer applicant to  
162 retain the selling dealer's license number and shall cause the new dealer's records  
163 to indicate such transfer. If the new approved dealer applicant elects not to

164 retain the selling dealer's license number, the department shall issue the new  
165 dealer applicant a new dealer's license number and an equal number of plates or  
166 certificates as the department had issued to the selling dealer.

167         6. In the case of motor vehicle dealers, the department shall issue one  
168 number plate bearing the distinctive dealer license number and may issue one  
169 additional number plate to the applicant upon payment by the dealer of a fifty  
170 dollar fee for the number plate bearing the distinctive dealer license number and  
171 ten dollars and fifty cents for the additional number plate. The department may  
172 issue a third plate to the motor vehicle dealer upon completion of the dealer's  
173 fifteenth qualified transaction and payment of a fee of ten dollars and fifty cents.  
174 In the case of new motor vehicle manufacturers, powersport dealers, recreational  
175 motor vehicle dealers, and trailer dealers, the department shall issue one number  
176 plate bearing the distinctive dealer license number and may issue two additional  
177 number plates to the applicant upon payment by the manufacturer or dealer of  
178 a fifty dollar fee for the number plate bearing the distinctive dealer license  
179 number and ten dollars and fifty cents for each additional number plate. Boat  
180 dealers and boat manufacturers shall be entitled to one certificate of number  
181 bearing such number upon the payment of a fifty dollar fee. Additional number  
182 plates and as many additional certificates of number may be obtained upon  
183 payment of a fee of ten dollars and fifty cents for each additional plate or  
184 certificate. New motor vehicle manufacturers shall not be issued or possess more  
185 than three hundred forty-seven additional number plates or certificates of number  
186 annually. New and used motor vehicle dealers, powersport dealers, wholesale  
187 motor vehicle dealers, boat dealers, and trailer dealers are limited to one  
188 additional plate or certificate of number per ten-unit qualified transactions  
189 annually. New and used recreational motor vehicle dealers are limited to two  
190 additional plates or certificate of number per ten-unit qualified transactions  
191 annually for their first fifty transactions and one additional plate or certificate  
192 of number per ten-unit qualified transactions thereafter. An applicant seeking  
193 the issuance of an initial license shall indicate on his or her initial application  
194 the applicant's proposed annual number of sales in order for the director to issue  
195 the appropriate number of additional plates or certificates of number. A motor  
196 vehicle dealer, trailer dealer, boat dealer, powersport dealer, recreational motor  
197 vehicle dealer, motor vehicle manufacturer, boat manufacturer, or wholesale  
198 motor vehicle dealer obtaining a distinctive dealer license plate or certificate of  
199 number or additional license plate or additional certificate of number, throughout

200 the calendar year, shall be required to pay a fee for such license plates or  
201 certificates of number computed on the basis of one-twelfth of the full fee  
202 prescribed for the original and duplicate number plates or certificates of number  
203 for such dealers' licenses, multiplied by the number of months remaining in the  
204 licensing period for which the dealer or manufacturers shall be required to be  
205 licensed. In the event of a renewing dealer, the fee due at the time of renewal  
206 shall not be prorated. Wholesale and public auctions shall be issued a certificate  
207 of dealer registration in lieu of a dealer number plate. In order for dealers to  
208 obtain number plates or certificates under this section, dealers shall submit to  
209 the department of revenue on August first of each year a statement certifying,  
210 under penalty of perjury, the dealer's number of sales during the reporting period  
211 of July first of the immediately preceding year to June thirtieth of the present  
212 year.

213         7. The plates issued pursuant to subsection 3 or 6 of this section may be  
214 displayed on any motor vehicle owned by a new motor vehicle manufacturer. The  
215 plates issued pursuant to subsection 3 or 6 of this section may be displayed on  
216 any motor vehicle or trailer owned and held for resale by a motor vehicle dealer  
217 for use by a customer who is test driving the motor vehicle, **for use by a**  
218 **customer while the customer's vehicle is being serviced or repaired by**  
219 **the motor vehicle dealer**, for use and display purposes during, but not limited  
220 to, parades, private events, charitable events, or for use by an employee or officer,  
221 but shall not be displayed on any motor vehicle or trailer hired or loaned to  
222 others or upon any regularly used service or wrecker vehicle. Motor vehicle  
223 dealers may display their dealer plates on a tractor, truck or trailer to  
224 demonstrate a vehicle under a loaded condition. Trailer dealers may display their  
225 dealer license plates in like manner, except such plates may only be displayed on  
226 trailers owned and held for resale by the trailer dealer.

227         8. The certificates of number issued pursuant to subsection 3 or 6 of this  
228 section may be displayed on any vessel or vessel trailer owned and held for resale  
229 by a boat manufacturer or a boat dealer, and used by a customer who is test  
230 driving the vessel or vessel trailer, or is used by an employee or officer on a vessel  
231 or vessel trailer only, but shall not be displayed on any motor vehicle owned by  
232 a boat manufacturer, boat dealer, or trailer dealer, or vessel or vessel trailer  
233 hired or loaned to others or upon any regularly used service vessel or vessel  
234 trailer. Boat dealers and boat manufacturers may display their certificate of  
235 number on a vessel or vessel trailer when transporting a vessel or vessels to an

236 exhibit or show.

237           9. If any law enforcement officer has probable cause to believe that any  
238 license plate or certificate of number issued under subsection 3 or 6 of this section  
239 is being misused in violation of subsection 7 or 8 of this section, the license plate  
240 or certificate of number may be seized and surrendered to the department.

241           10. (1) Every application for the issuance of a used motor vehicle dealer's  
242 license shall be accompanied by proof that the applicant, within the last twelve  
243 months, has completed an educational seminar course approved by the  
244 department as prescribed by subdivision (2) of this subsection. Wholesale and  
245 public auto auctions and applicants currently holding a new or used license for  
246 a separate dealership shall be exempt from the requirements of this  
247 subsection. The provisions of this subsection shall not apply to current new  
248 motor vehicle franchise dealers or motor vehicle leasing agencies or applicants for  
249 a new motor vehicle franchise or a motor vehicle leasing agency. The provisions  
250 of this subsection shall not apply to used motor vehicle dealers who were licensed  
251 prior to August 28, 2006.

252           (2) The educational seminar shall include, but is not limited to, the dealer  
253 requirements of sections 301.550 to 301.580, the rules promulgated to implement,  
254 enforce, and administer sections 301.550 to 301.580, and any other rules and  
255 regulations promulgated by the department.

**301.3066. 1. Any Missouri resident may receive special license  
2 plates as prescribed in this section after an annual payment of an  
3 emblem-use authorization fee to the Association of Missouri Electric  
4 Cooperatives. The Association of Missouri Electric Cooperatives hereby  
5 authorizes the use of its official lineman emblem to be fixed on multi-  
6 year personalized license plates as provided in this section. Any  
7 contribution to such association derived from this section shall be used  
8 solely for financial assistance for lineman training programs. Any  
9 Missouri resident may annually apply to the association for the use of  
10 the emblem.**

**11           2. Upon annual application and payment of a twenty-five dollar  
12 emblem-use contribution to the Association of Missouri Electric  
13 Cooperatives, the association shall issue to the vehicle owner, without  
14 further charge, an emblem-use authorization statement, which shall be  
15 presented by the vehicle owner to the department of revenue at the  
16 time of registration of a motor vehicle. Upon presentation of the**



17 annual statement and payment of the fee required for personalized  
18 license plates in section 301.144, and other fees and documents which  
19 may be required by law, the department of revenue shall issue  
20 personalized license plates, which shall bear the emblem of the  
21 Association of Missouri Electric Cooperatives' lineman, to the vehicle  
22 owner.

23 3. The license plates authorized by this section shall be made  
24 with fully reflective material with a common color scheme and design,  
25 shall be clearly visible at night, and shall be aesthetically attractive, as  
26 prescribed by section 301.130. The bidding process used to select a  
27 vendor for the material to manufacture the license plates authorized by  
28 this section shall consider the aesthetic appearance of the plates.

29 4. A vehicle owner, who was previously issued plates with the  
30 Association of Missouri Electric Cooperatives' lineman emblem  
31 authorized by this section but who does not provide an emblem-use  
32 authorization statement at a subsequent time of registration, shall be  
33 issued new plates which do not bear the Association of Missouri  
34 Electric Cooperatives' lineman emblem, as otherwise provided by  
35 law. The director of revenue shall make necessary rules and  
36 regulations for the enforcement of this section, and shall design all  
37 necessary forms required by this section.

301.3067. 1. Any Missouri resident may receive special license  
2 plates as prescribed in this section after an annual payment of an  
3 emblem-use authorization fee to the Missouri Association of Municipal  
4 Utilities. The Missouri Association of Municipal Utilities hereby  
5 authorizes the use of its official utility worker emblem to be fixed on  
6 multi-year personalized license plates as provided in this section. Any  
7 contribution to such association derived from this section shall be used  
8 solely for financial assistance for utility worker training  
9 programs. Any Missouri resident may annually apply to the association  
10 for the use of the emblem.

11 2. Upon annual application and payment of a twenty-five dollar  
12 emblem-use contribution to the Missouri Association of Municipal  
13 Utilities, the association shall issue to the vehicle owner, without  
14 further charge, an emblem-use authorization statement, which shall be  
15 presented by the vehicle owner to the department of revenue at the  
16 time of registration of a motor vehicle. Upon presentation of the

17 annual statement and payment of the fee required for personalized  
18 license plates in section 301.144, and other fees and documents which  
19 may be required by law, the department of revenue shall issue  
20 personalized license plates, which shall bear the emblem of the  
21 Missouri Association of Municipal Utilities' utility worker, to the  
22 vehicle owner.

23       3. The license plates authorized by this section shall be made  
24 with fully reflective material with a common color scheme and design,  
25 shall be clearly visible at night, and shall be aesthetically attractive, as  
26 prescribed by section 301.130. The bidding process used to select a  
27 vendor for the material to manufacture the license plates authorized by  
28 this section shall consider the aesthetic appearance of the plates.

29       4. A vehicle owner, who was previously issued plates with the  
30 Missouri Association of Municipal Utilities' utility worker emblem  
31 authorized by this section but who does not provide an emblem-use  
32 authorization statement at a subsequent time of registration, shall be  
33 issued new plates which do not bear the Missouri Association of  
34 Municipal Utilities' utility worker emblem, as otherwise provided by  
35 law. The director of revenue shall make necessary rules and  
36 regulations for the enforcement of this section, and shall design all  
37 necessary forms required by this section.

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