

DEPARTMENT OF STATE
BUREAU OF VEHICLES & WATERCRAFT
MICHIGAN PERSONALIZED PLATE RULES

(By authority conferred on the secretary of state by section 16 of 1978 PA 472, MCL 4.426)

R 257.11 Definitions.

Rule 11. (1) As used in these rules:

- (a) “Act” means the Michigan vehicle code, 1949 PA 300, MCL 257.1 to 257.923.
 - (b) “Personalized plate” means registration plates issued under section 803b or section 803m of the act, MCL 257.803b or 257.803m.
 - (c) “Registration plate” means a plate defined by section 50 of the act, MCL 257.50.
- (2) A term defined in the act has the same meaning when used in these rules.

History: 2025 MR 20, Eff. October 24, 2025.

R 257.12 Application for personalized plate.

Rule 12. (1) An owner of a vehicle subject to registration under the act may apply for a personalized plate instead of a standard plate.

(2) An owner shall submit their desired personalized plate configuration of letters, numbers, or letters and numbers on an application under section 217 of the act, MCL 257.217.

(3) The secretary of state shall examine the application under section 209 of the act, MCL 257.209, using the criteria in R 257.13 and may require additional information and reject an application if not satisfied with the genuineness, regularity, or legality of the application.

History: 2025 MR 20, Eff. October 24, 2025.

R 257.13 Personalized plate criteria.

Rule 13. A personalized plate may be issued bearing a configuration of letters, numbers, or letters and numbers that the secretary of state prescribes but may not contain a configuration that carries a connotation that is any of the following:

- (a) Profane or obscene.
- (b) A swear word or depiction of a swear word.
- (c) Sexually explicit or graphic.
- (d) Excretory-related.
- (e) Used to describe intimate body parts or genitals.
- (f) Used to describe alcohol, alcohol use, drugs, drug culture or drug use.
- (g) Used to describe illegal activities or illegal substances.
- (h) Substantially interferes with plate identification for law enforcement purposes.

- (i) Used to disparage or promote or condone hate or violence directed at any type of business, group, or persons.
- (j) A foreign word falling into these categories.
- (k) Conflicts with the regular license plate numbering system.

History: 2025 MR 20, Eff. October 24, 2025.

R 257.14 Recall.

Rule 14. (1) The issuance of personalized plates is a voluntary program and may be suspended or cancelled at any time by the secretary of state.

(2) Under the act, registration plates are the property of this state and once issued, if at a later date the plate configuration is determined to conflict with R 257.13, the secretary of state may recall the plate.

History: 2025 MR 20, Eff. October 24, 2025.