

Agency: North Dakota Department of Transportation
Division: Motor Vehicle
Group: Executive Policy Manual
Category: II-Management, Project and Program Development
Policy Number: II 11-1
Title: Motor Vehicle Division Policy Personalized License Plates
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PURPOSE: The North Dakota Department of Transportation (NDDOT), in section 39-04-10.3 of the North Dakota Century Code is charged with the task of issuing personalized license plates. The Motor Vehicle Division of NDDOT is responsible for the purchase and issuance of these license plates.

POLICY: The Motor Vehicle Division retains the right to refuse to issue any license plates with any combination of letters or numbers, presented in any language, which, when read forward or backwards, may carry connotations that are offensive to good taste and decency, or would be misleading, including but not limited to:

1. A vulgar word or term, including a swear word or term defined in dictionaries as profane, obscene, or having an explicit sexual connotation.
2. A word or term that is offensive to or contemptuous of a racial or ethnic group.
3. A word or term that advocates lawlessness or advocates lawless activities or that refers to illegal drugs.
4. A word or term that could be reasonably expected to provoke a violent response from viewers.
5. A foreign word or term that falls into any of the above categories.
6. A combination that conflicts with the NDDOT's regular license number system.
7. A combination that could cause confusion or be easily misinterpreted for law enforcement purposes.

Any restrictions on issuing personalized license plates must be reasonable and viewpoint neutral. The availability of a personalized license plate selected on the NDDOT website, by mail, or through any other means, is subject to final approval by the Motor Vehicle Division. If a request for a personalized license plate is denied, Motor Vehicle Division will inform the Deputy Director for Driver and Vehicle Services prior to the decision being communicated to applicant. A person denied a personalized license plate for any of the reasons listed above may appeal that decision to the NDDOT Director or the Director's designated representative. The decision of the Director is final. Any license plates that are inadvertently issued may be recalled.

**Grant Levi, P.E.
Director**