



# MEDIA RELEASE

## Bureau of Motor Vehicles

Ohio Bureau of Motor Vehicles • Carolyn Williams, Registrar  
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**FOR IMMEDIATE RELEASE:**

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### **“BEAUTIFUL OHIO” LICENSE PLATE DESIGN TO BECOME OHIO STANDARD ISSUE**

**COLUMBUS** – The Ohio Bureau of Motor Vehicles (BMV) is reminding all customers that beginning Dec. 1, 2010, the “Beautiful Ohio” license plate will become the official standard issue plate for motorists. The “Sunburst” red, white and blue license plate will no longer be an option for license plates.

The “Beautiful Ohio” plate became available Nov. 23, 2009 as an option to Ohio’s previous standard issue “Sunburst” plate. In March 2010, the BMV announced that the “Beautiful Ohio” design would become Ohio’s new standard license plate. The BMV then began transitioning to the “Beautiful Ohio” design, switching all logo, initial reserve and personalized plates to the new design in June 2010.

While the BMV transitioned from the “Sunburst” plate to “Beautiful Ohio,” motorists had the option of choosing between the “Sunburst” plate design and the “Beautiful Ohio” for standard issue plates if renewed in person at a Deputy Registrar location. This transition is complete, and beginning Dec. 1, 2010, “Beautiful Ohio” will be the standard plate design for all license plates.

Customers are reminded that they may renew vehicle registrations or purchase license plates online 24 hours a day, seven days a week at [www.oplates.com](http://www.oplates.com) or by calling 1-866-675-2837.

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**For more information, log onto [www.bmv.ohio.gov](http://www.bmv.ohio.gov)**