

Regular Session, 2012

HOUSE BILL NO. 323

BY REPRESENTATIVE HOFFMANN

MTR VEHICLE/LICEN PLATES: Provides for the advertisement of the availability of specialty and prestige plates

1 AN ACT

2 To enact R.S. 47:463.2(E), relative to advertisement of special prestige license plates; to
3 provide for the different forms of advertisements, size, and design; to provide for the
4 fee associated with the advertisement; to provide for exemptions; to provide for time
5 restrictions relative to updates; and to provide for related matters.

6 Be it enacted by the Legislature of Louisiana:

7 Section 1. R.S. 47:463.2(E) is hereby enacted to read as follows:

8 §463.2. Special personalized prestige license plates for passenger vehicles;
9 availability

10 * * *

11 E.(1) The secretary shall establish and provide for advertisement of all special
12 prestige license plates in each office of motor vehicles location within the state.

13 (2) The advertisement for the special prestige license plates shall be in the
14 form of a poster board and a brochure and shall display a depiction of each special
15 prestige license plate subject to the requirements provided for in this Subsection.
16 The size and design for each form of advertisement shall be determined by the
17 secretary.

18 (3) The secretary shall collect a fee from any organization or entity that has
19 a special prestige license plate and charges a fee upon issuance or renewal or an
20 annual royalty fee, any of which is in addition to the standard motor vehicle license

1 fee as provided for in R.S. 47:463. The fee shall be used solely to cover the costs
 2 associated with the advertisement. If an organization or entity fails to comply with
 3 the provisions of this Subsection, the respective special prestige license plate shall
 4 not be advertised by the department.

5 (4) Any organization or entity that does not charge a fee, in addition to the
 6 standard motor vehicle license fee as provided for in R.S. 47:463, shall be exempt
 7 from the requirements provided for in Paragraph (3) of this Subsection, and the
 8 department shall include a depiction of the organization or entity's special prestige
 9 license plate in the advertisements.

10 (5) The advertisements shall be updated by the department every two years
 11 to include newly established special prestige license plates or changes to any existing
 12 plates.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

Hoffmann

HB No. 323

Abstract: Requires the secretary of DPS&C to establish and provide for advertisement of special prestige license plates in each office of motor vehicles location within the state. Provides for procedures, assessment of fees, and eligibility for advertisement.

Proposed law requires the secretary to establish and provide for advertisement of all special prestige license plates in each office of motor vehicles location within the state.

Proposed law requires the advertisements to be in the form of a poster board or brochure and to display a depiction of each special prestige license plate subject to the requirements provided for in proposed law. Further provides for the department to determine the size and design of the advertisements.

Proposed law requires the department to collect a fee from any organization or entity that has a special prestige license plate and charges a fee upon issuance or renewal or an annual royalty fee, any of which is in addition to the standard motor vehicle license fee to be used solely to cover the costs associated with the advertisement. If an organization or entity fails to comply with the provisions of proposed law, the respective special prestige license plate shall not be advertised by the department.

Proposed law provides for any organization or entity that does not charge a fee in addition to the standard motor vehicle license fee to be exempt from the requirements provided for in proposed law and further requires the department to include a depiction of the organization or entity's special prestige license plate in the advertisements.

Proposed law requires the department to update the advertisements every two years to include newly established special prestige license plates or changes to any existing plates.

(Adds R.S. 47:463.2(E))