

June 25, 2014

New vehicle plate design approved

A new motor vehicle license plate is on the horizon for North Dakota motorists. Last legislative session, the legislative body approved funding to replace the general issue plate, which has been in circulation for 22 years. Many of these old plates are deteriorating and losing their color and reflectivity making license plate identification difficult. Today, the North Dakota Legislative Management and Budget Section approved a design submitted to the committee by the North Dakota Department of Transportation (NDDOT). The new license plates will replace the existing general issue plate.

The new plates will continue to be made through Roughrider Industries at the North Dakota State Penitentiary. Roughrider Industries is currently working to obtain the necessary equipment to manufacture the plates.

“Choosing the plate design is just the first step in the process of issuing the new plates,” stated Grant Levi, NDDOT Director. “It will take time for Roughrider Industries to purchase new equipment and establish distribution guidelines. Therefore it will be the fall of 2015 before NDDOT can start distributing the plates to motorists.”

The new design will be produced on a flat plate featuring actual photographs of the beautiful sunrise in the North Dakota skyline with a buffalo and will be adorned with wheat. It will also feature the ND tourism slogan *Legendary*, along with *Peace Garden State*, the official state nickname.

All general issue plates will be distributed prior to the June 30, 2017 deadline as designated in the current legislation.

The NDDOT worked with Tourism, Highway Patrol and Roughrider Industry on the design elements of the plate. Design of the plates was completed by NDDOT staff.

Each year the NDDOT renews approximately one million vehicle registrations across the state.

New plate design:

