

761—401.5(307,321) Personalized plates.

401.5(1) Personalized plates under Iowa Code section 321.34(5) are available to order online through the department's website at www.iowadot.gov/mvd/personalizedplates/home.aspx. An applicant unable to order online may contact the motor vehicle division at the address or phone number listed in subrule 401.2(2) to apply in an alternate manner.

401.5(2) An application for a personalized plate will be rejected if the requested combination of characters is issued to another vehicle or is reserved for any other vehicle plate series under Iowa Code chapter 321.

401.5(3) The department shall not issue any combination of characters it determines is:

- a.* Denoting a government agency;
- b.* Sexual in connotation;
- c.* A term of vulgarity, contempt, prejudice, hostility, insult, or racial or ethnic degradation;
- d.* Recognized as a swear word;
- e.* A reference to an illegal substance;
- f.* A reference to a criminal act;
- g.* Offensive; or
- h.* A foreign word falling into any of these categories.

401.5(4) Personalized plates are not available for the plates listed in paragraphs 401.2(2)“*a*” through “*c*,”“*f*,” and “*o*.”

This rule is intended to implement Iowa Code sections 307.12(1)“*j*,”321.34, and 321.166.

[ARC 8937C, IAB 2/19/25, effective 3/26/25]