

Administrative Rule Analysis



MICHIGAN PERSONALIZED PLATES

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Rule Set No.: 2025-006 ST
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Analysis available at
<http://www.legislature.mi.gov>

Department: State
Agency: Bureau of Vehicles and Watercraft
Enabling Statute: Michigan Vehicle Code, 1949 PA 300, MCL 257.803b, 257.803m et seq.

Analysis Complete to: 9/10/2025

BACKGROUND AND SUMMARY OF PROPOSED RULES

Michigan has permitted the personalization of license plates since 1973 as authorized by the Michigan Vehicle Code, MCL 257.803b. The rule would establish criteria for the personalization of the numbers and letters. The criteria would prohibit configurations of numbers and letters that could be widely considered offensive. The proposed rule provides a list of prohibitions meeting these criteria.

The rule would also clarify that registration plates may be recalled by the secretary of state at any time if it's determined the plate violates the rule.

FISCAL IMPACT OF PROPOSED RULES

The rule would have no fiscal impact to the state or to local units of government.

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