

Dealer Plates

Temporary Registration Plates

- Dealers *must* keep a written record of temporary plates, including all destroyed or voided plates.
- Do not share your inventory with other dealers. These plates have been assigned solely to your dealership.
- Do not attach a temporary plate to a vehicle you did not sell, lease, or transfer.
- Only the Dealer Division at BMV can authorize expiration extensions beyond the valid 30 days.
- Temporary Plates cost \$1 each and can be obtained at any BMV Branch Office or the Stockroom.
- Temporary plates ordered by phone with a credit card must be in increments of 25.
- **Please bring a copy of your Dealer License and Identification.**

Issuing Temporary Registration Plates

A person attaching a temporary registration plate to a vehicle sold or exchanged by that person shall mark on the plate the date of expiration.

The date may not be less than one inch in height and must be written with indelible or waterproof ink.

The dealer shall complete a notice of sale for each temporary plate that is issued. A copy of the notice of sale shall be given to the customer and another copy shall be maintained in the dealer's records.

The temporary plate must be attached to the rear plate bracket.

Use of Dealer Plates

A person using a dealer plate may not operate a vehicle owned or controlled by a manufacturer or dealer unless the vehicle and plate are being used in connection with the dealer business activities of:

- Buying
- Selling
- Testing
- Adjusting
- Servicing
- Demonstrating
- Exchanging

A dealer plate may not be used in lieu of registration.



Use of Dealer Plates

New, Used Car or Motorcycle Dealer Plate:

- These plates are issued to dealers to allow a customer to road test a vehicle.
- A business plate may be used by the owner or a sales representative, general manager, sales manager, or service manager who are employees on the dealer's payroll full-time, but not in the dealer's immediate family or members of that person's household.
- Must only be attached to a vehicle in the dealer inventory or controlled by the dealer.
- Dealer plates may not be loaned out or leased to another party; they are for the sole use of the licensed dealer.



Use of Dealer Plates

New, Used Car or Motorcycle Family Plate:

- This is for the personal use of the dealer's spouse or child under the age of nineteen living with the dealer. (Rule 103)
- Must submit application identifying family members that will be using the family plate(s).
- Owners/Partners must hold at least 20% ownership in dealership.
- Only one (1) family plate is allowed per owner.
- Common law marriages do not apply.



Use of Dealer Plates

New, Used Car or Motorcycle Family Plate:

- Vehicle must be in the dealer's active inventory.
- May Not be used for employment purposes i.e., mail carrier, Mary Kay, Real Estate Agent.
- Must have a dealer license for one (1) year to qualify.



Use of Dealer Plates



New, Used Car Service Plate:

- These plates may only be used in connection with a new or used car dealer license.
- May only be attached to a vehicle used for the service or repair of vehicles sold or being repaired by a dealer.
- A vehicle to which the service plate is attached, must have the name of the licensed dealership on the vehicle's side in letters at least 3 inches in height.

These plates **May Not:**

- Be used by a customer.
- Be attached to a vehicle that delivers parts to individuals or to businesses that are not owned by the dealer.
- Be used on vehicles that exceed 24,000 lbs which included the combined weight of the vehicle and load.



Use of Dealer Plates

Equipment Dealer Plate:

- This plate is for the purpose of demonstrating/delivering equipment to customers.
- This plate May Not be used on company vehicles, (IE: Trucks, cars, ETC.)
- This plate can not be used on equipment, on a public way, that is being rented or leased.
- If you are renting or leasing equipment, you must register these as special mobile equipment or special equipment.
- There is no weight limit for an equipment plate.



Use of Dealer Plates

Equipment Service Plate:

- Truck use only.
- This plate is for the servicing of equipment and/or picking up parts.
- This plate May Not be used by a customer.
- A vehicle to which the service plate is attached, must have the name of the licensed dealership on the vehicle's side in letters at least 3 inches in height.
- No weight requirement for equipment service plates



Use of Dealer Plates

Loaner Plate:

- To be used by a customer for a period of 7 days while their vehicle is being repaired. If the repairs are going to take more than 7 days you must contact Dealer Licensing for an extension of this plate, which May Not exceed 30 days.
- A loaner plate log must be maintained by the dealership listing the name, address, make, model, VIN, plate number, the customer's vehicle make, model, VIN, and the effective date of the loaner assignment. A complete record of the hour and date the vehicle is loaned and returned, the serial number of the vehicle loaned, the loaner plate number, and the registration number of the customer's vehicle must be recorded in the dealer's records.
- The customer's registration and any other credentials for the customer's vehicle must be carried in the loaner vehicle. There are no weight restrictions for loaner plates, however, the use of a loaner plate does not supersede any other existing laws.
- This plate May Not be used by the dealer or its employees.
- A customer May Not be charged a fee for the use of a vehicle with a loaner plate. To charge a fee the dealer must register the vehicles as short-term rental vehicle.



Use of Dealer Plates

Transporter Plate:

This plate is for garage owners, body shops, finance companies, banks, motor vehicle auction businesses, motor vehicle rental companies, recyclers, or repossession companies licensed by the Bureau of Consumer Protection or other public or non-profit organizations. To get a vehicle from point A to point B.

May be used to transport a vehicle owned by or in the custody of that owner or business. The vehicle must be accompanied by the transporter or an employee.

This plate **May Not** be used by a customer or for demonstration purposes.



Use of Dealer Plates

Light Trailer Plate:

This plate allows the movement of trailers that are 3000 pounds or less that are owned or controlled by the dealer.

A trailer plate may be used in conjunction with a new or used car dealer plate. The combination of the trailer and load cannot exceed 10,000 lbs without a permit issued by the Secretary of State.



Use of Dealer Plates

Heavy Trailer Plate:

This plate allows the movement of trailers that are 3000 pounds or more that are owned or controlled by the dealer.

A trailer plate may be used in conjunction with a new or used car dealer plate. The combination of the trailer and load cannot exceed 10,000 lbs without a permit issued by the Secretary of State.



Use of Dealer Plates



Light Wrecker and Heavy Wrecker:

- These plates allow a new, used, or equipment dealer to transport a vehicle to a dealership from point A to point B that may be deemed unsafe or wrecked or to transport vehicles purchased at auction.
- These plates May Not be used for commercial towing or for “in rotation” calls for police departments.
- A wrecker by design is equipped with a hoist apparatus or special equipment designed and used for towing or carrying wrecked or disabled vehicles. This plate may not be used for vehicles designed to carry more than two vehicles on its own body.
- The light wrecker plate May Not exceed 26,000 lbs.
- The heavy wrecker plate May Not exceed 80,000 lbs.

Reduce or Increase Dealer Plates

Reduction of Dealer Plates:

- A dealership must sell 12 vehicles in a 12-month period; if not, there will be a reduction of their dealer plates to two (2) plates. The reduction includes family and service plates, for which the family plate would be required to be surrendered. This law applies to dealers who are not exempt based on 29-A §903.3.

Plate Eligibility:

- **Applies to All Dealers-both those who are subject to reduction under §903.3 and those who are exempt.** The number of plates allowed is based on retail sales as specified in Rule Chapter 103 Appendix A. Dealers whose business increases to a point where additional plates are needed may request more with verification of need.

Increase of Dealer Plates:

- Additional dealer business plates may be obtained at any time, except for those dealers who lost plates due to plate reduction, once the Dealer Section verifies the total retail sales for a time period to calculate the number of business plates that a dealership may have.

Loss of Dealer Plates

Forms MVD-374 & MVD-375

Please complete one of the following forms:

Form MVD-374 – for lost, stolen, mutilated, or destroyed plates.

- Include \$20.00 per plate.

Form MVD-375 – for lost, stolen, mutilated or destroyed stickers.

- Include \$0.50 per validation sticker.

- **Note: If plates are lost or stolen, you should notify local law enforcement.**

Loss of Dealer Stickers

Form MVD-375



Department of
the Secretary of State
Bureau of Motor Vehicles

Notice of Lost Dealer Sticker and Request for Replacement Sticker

Please print and use blue or black ink only.

Sticker fee: .50¢ (each)

Owner's name: _____

Legal business name: _____

DBA (if applicable): _____

Business physical address: _____
Street City/Town/State Zip

Business mailing address: _____
Street/PO Box City/Town/State Zip

Business phone number: _____ Business fax number: _____

Contact person: _____ Contact phone number: _____

License type/plate number: _____ Number of stickers needed: _____

I hereby request a duplicate sticker for the business described above. I certify that the original sticker is:

Lost Stolen Mutilated (i.e. torn, faded, destroyed, etc.)

Application may be emailed to: Deaterlicensing.bmv@maine.gov

Or faxed to: (207) 624-9126

The undersigned hereby certifies that all the information contained herein is true and correct to the best of my/our knowledge and belief. If representing a company, I further certify that I have been authorized by the company to sign on their behalf.

Signature of authorized person _____ Printed name _____ Official title _____ Date _____

BMV USE ONLY

New sticker(s) issued: _____

Issued by: _____ Date issued: _____

Please refer to the following for additional guidance:

- M.R.S.A. Title 29A Sections 954, 1002, 1003
- Secretary of State Rules and Regulations Chapter 103