



For Immediate release
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Governor Bill Richardson Issues New Centennial License Plates Now Available At MVD Offices

SANTA FE – Governor Bill Richardson, joined by other state officials, today issued the first Centennial turquoise license plates that are now available at all Motor Vehicle Division offices across the state.

“New Mexicans can now proudly display this truly unique license plate on their vehicles as we commemorate our historic Centennial. The new turquoise plate is distinctively New Mexican that will travel across the country to promote our rich history, culture and tradition,” said Governor Richardson.



Nearly 9,000 New Mexicans participated in the month-long online poll in October on whether to replace the classic yellow plate with the new turquoise plate or give people an option to either pick the yellow or turquoise plate. About 77 percent of the poll participants wanted to keep both plates and 23 percent of them wanted the new turquoise plate to be the only standard official license plate.

Also, most of the poll participants wanted to see the so called balloon license plate is discontinued and MVD plans on doing that soon.

Governor Richardson unveiled the Centennial plate in August to commemorate 100 years of New Mexico's statehood. The new plate incorporates a "retro" design based on license plates of the past. Against a turquoise background, a nod to our state gemstone, it follows law and custom by including the red and yellow colors that the Spanish brought with them to the New World, and the proud symbol on our state flag – the Zia.

The Centennial plate will replace what has become known as the balloon plate, which was first introduced in 1999. After commemoration activities end in 2012, the phrase, "Centennial 1912-2012" will be replaced and the turquoise plate will continue to serve as one of two official state plates. The classic yellow plate has been in existence in various forms since 1980.



Three state agencies -- the Taxation and Revenue Department, Department of Cultural Affairs and the Department of Tourism – spearheaded the design of the new Centennial Plate, which was approved by the New Mexico Centennial Task Force and New Mexico Centennial Steering Committee. David Rohr, creative director for the Department of Cultural Affairs, designed the plate.