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LEGISLATIVE ACTION

Senate

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House

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The Committee on Transportation (Evers) recommended the following:

**Senate Amendment (with title amendment)**

Delete everything after the enacting clause and insert:

Section 1. Paragraph (b) of subsection (1) of section 320.06, Florida Statutes, is amended to read:

320.06 Registration certificates, license plates, and validation stickers generally.—

(1)

(b) Registration license plates bearing a graphic symbol and the alphanumeric system of identification shall be issued for a 10-year period. At the end of that 10-year period, upon



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13 renewal, the plate shall be replaced. The department shall  
14 extend the scheduled license plate replacement date from a 6-  
15 year period to a 10-year period. The fee for such replacement is  
16 \$28, \$2.80 of which shall be paid each year before the plate is  
17 replaced, to be credited towards the next \$28 replacement fee.  
18 However, the fee for a corporate license plate issued pursuant  
19 to s. 320.08052 shall be \$2.80 per year. The fees shall be  
20 deposited into the Highway Safety Operating Trust Fund. A credit  
21 or refund may not be given for any prior years' payments of such  
22 prorated replacement fee if the plate is replaced or surrendered  
23 before the end of the 10-year period, except that a credit may  
24 be given if a registrant is required by the department to  
25 replace a license plate under s. 320.08052 or s.  
26 320.08056(8) (a). With each license plate, a validation sticker  
27 shall be issued showing the owner's birth month, license plate  
28 number, and the year of expiration or the appropriate renewal  
29 period if the owner is not a natural person. The validation  
30 sticker shall be placed on the upper right corner of the license  
31 plate. Such license plate and validation sticker shall be issued  
32 based on the applicant's appropriate renewal period. The  
33 registration period is 12 months, the extended registration  
34 period is 24 months, and all expirations occur based on the  
35 applicant's appropriate registration period. A vehicle with an  
36 apportioned registration shall be issued an annual license plate  
37 and a cab card that denote the declared gross vehicle weight for  
38 each apportioned jurisdiction in which the vehicle is authorized  
39 to operate.

40 Section 2. Section 320.08052, Florida Statutes, is created  
41 to read:



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42 320.08052 Corporate license plates.-

43 (1) The department may create a Corporate License Plate  
44 Program. The department may enter into agreements with any  
45 business entity, advertising firm, or for-profit business that  
46 provides the department with the required legal documentation to  
47 use corporate logos on license plates issued in this state.

48 (2) The design for a corporate license plate must be  
49 approved by the department and have the word "Florida" at the  
50 top. The department may reject any license plate design deemed  
51 by it to be objectionable, including, but not limited to, any  
52 design that displays or relates to pornography, alcohol, or  
53 tobacco. A corporate license plate may be personalized as  
54 provided in s. 320.0805 but must be approved by the corporate  
55 sponsor and the department before issuance.

56 (3) A vehicle owner may apply for a corporate license plate  
57 for any motor vehicle registered in the owner's name which  
58 weighs 7,999 pounds or less, except for a motorcycle or moped,  
59 and which is also registered as a vehicle for private use. Each  
60 application must be accompanied by an application fee that is 50  
61 percent less than the current registration fee. The application  
62 by any vehicle owner for a corporate license plate must, upon  
63 acceptance, authorize the department to provide the applicant's  
64 name and address to the corporate sponsor in compliance with s.  
65 119.0712(2). Upon approval of the application, the corporate  
66 sponsor shall immediately remit to the department a fee of no  
67 less than \$75. The department shall issue the appropriate  
68 corporate plate to the vehicle owner, along with a registration  
69 and decal, and the registration is valid for one registration  
70 period, which may not exceed 15 months. All applicable



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71 registration fees authorized by this chapter shall be paid and  
72 distributed as provided in this chapter from the proceeds of the  
73 fees paid pursuant to this subsection. Of the proceeds remaining  
74 after distribution of the registration fees, \$2 shall be  
75 distributed pro rata to the sponsors of all other specialty  
76 license plates issued under this chapter based on the  
77 proportional amount of each specialty plate's sales relative to  
78 the total sales of specialty plates. All remaining proceeds from  
79 sales of the corporate license plates and amounts collected  
80 under the agreements authorized in subsection (1) shall be  
81 deposited into the Highway Safety Operating Trust Fund to fund  
82 the general operations of the department.

83 (4) A corporate sponsor may participate in the Corporate  
84 License Plate Program by submitting an initial application fee  
85 to the department of at least \$5,000 for the purchase of initial  
86 inventory. To be eligible to participate in the program, a  
87 corporate sponsor must provide evidence of the ability to pay  
88 \$75 per vehicle owner for a minimum of 5,000 vehicle owners.

89 (5) The department shall adopt rules to administer this  
90 section.

91 Section 3. This act shall take effect October 1, 2011.

92  
93 ===== T I T L E A M E N D M E N T =====

94 And the title is amended as follows:

95 Delete everything before the enacting clause  
96 and insert:

97 A bill to be entitled  
98 An act relating to corporate license plates; amending  
99 s. 320.06, F.S.; revising provisions for collection of



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100 a license plate replacement fee; creating s.  
101 320.08052, F.S.; authorizing the Department of Highway  
102 Safety and Motor Vehicles to establish a program to  
103 create corporate license plates; authorizing the  
104 department to enter into agreements with certain  
105 entities that provide the department with the required  
106 legal documentation to use corporate logos; providing  
107 for requirements for designs used on the corporate  
108 license plates; providing for the procedure, including  
109 requirements and fees, for vehicle owners who apply  
110 for corporate license plates; providing for the  
111 distribution of the proceeds from the registration  
112 fees and from sales of the corporate license plates  
113 and amounts collected under the agreements;  
114 authorizing corporate sponsors to participate in the  
115 Corporate License Plate Program; providing eligibility  
116 requirements; requiring the department to adopt rules;  
117 providing an effective date.