

Title 12—DEPARTMENT OF REVENUE
Division 10—Director of Revenue
Chapter 26—Dealer Licensure

12 CSR 10-26.060 Dealer License Plates/ Certificates of Number

PURPOSE: This rule establishes guidelines for use of dealer license plates/certificates of number.

(1) Dealer license plates, other than powersport dealer license plates, shall be of standard size (approximately twelve inches by six inches (12" × 6")) and may only be used as provided by law.

(A) Motor vehicle dealer and manufacturer license plates may only be displayed on motor vehicles, trailers, and motorcycles/motortricycles.

(B) Recreational motor vehicle dealer license plates may be displayed on recreational motor vehicles, trailers, and only on other motor vehicles acquired as a trade-in.

(C) Trailer dealer and manufacturer license plates may only be displayed on trailers.

(D) Powersport dealer license plates shall be motorcycle-size (approximately seven and one-fourth inches by four and one-eighth inches (7 1/4" × 4 1/8")) and may only be displayed on motorcycles/motortricycles, trailers, and personal watercraft.

(E) Dealer license plates may only be displayed on vessels if the licensee owns and holds for resale no more than five (5) vessels during the licensure period.

(2) A certificate of number issued to a boat dealer or boat manufacturer shall not exceed five inches by twenty-four inches (5" x 24") and may only be used as provided by law. In addition to obtaining a certificate of number, a boat dealer or manufacturer may obtain a boat dealer trailer license plate solely for the purpose of demonstrating a vessel trailer. A certificate of number or boat dealer trailer license plate may be displayed on a vessel trailer which is transporting a vessel for demonstration or to an exhibit or show as long as both units are for resale.

(3) Dealer license plates or certificates of number may only be used by an employee, owner or officer of the licensee, or customer test driving the motor vehicle, trailer, or vessel, or by a customer whose vehicle is being serviced or repaired at the dealership.

(4) A customer who is having a motor vehicle serviced may only operate a motor vehicle owned by the dealership at which the vehicle is being serviced while using the dealership's dealer license plates for a duration not to exceed two (2) business days. "Service" is defined in this rule is a regular maintenance procedure performed on a motor vehicle at a set time interval or after a vehicle reaches a certain mileage threshold.

(5) A customer who is having a vehicle repaired may only operate a motor vehicle owned by the dealership at which the vehicle is being repaired while using the dealership's dealer license plates for a duration not to exceed twenty-four (24) business days. "Repair" as defined in this rule is a procedure performed on a motor vehicle to fix or mend the vehicle due to the vehicle's damage,

malfunction, or inoperability, including any procedure performed on a motor vehicle upon recall of the vehicle or any of its components by the vehicle's manufacturer or the National Highway Traffic Safety Administration.

(6) A customer who is test driving a vehicle or vessel for more than forty-eight (48) hours, or who is test driving a tractor, truck, or a trailer under loaded conditions, must have a written demonstration agreement in the vehicle which has been signed and dated by both the customer and the licensee. The written demonstration agreement must be on the licensee's letterhead and include the following items:

- (A) A statement that the vehicle or vessel is being used for demonstration purposes only and the anticipated duration of the demonstration;
- (B) A description of the vehicle or vessel, including the year, make and identification number;
- (C) The name of the customer demonstrating the unit;
- (D) The licensee's name, dealer number, and business address;
- (E) A statement of the type of property being transported, if applicable; and
- (F) The mileage on the odometer of the vehicle at the time the demonstration began.

(7) Proof of service or repair orders shall be retained for a duration set forth in 12 CSR 10-26.050(4), and must be provided to the Department of Revenue upon request within fifteen (15) business days.

(8) A licensee must account for all dealer license plates/certificates of number at all times.

(9) Whenever a licensee is no longer entitled to a license due to cessation of business, sale of the business, abandonment of the business, suspension or revocation of the license, or other circumstance, the dealer license plates/certificates of number, business license, required monthly sales reports, and any unissued permits, if applicable, shall be surrendered to the department immediately, but in no event later than ten (10) days following such circumstance. If a licensee dies or becomes incapacitated, the heirs or estate of the licensee or legal guardian may retain these items for no more than one hundred eighty (180) days after death or incapacitation, or until the license expires, whichever comes first, in which to settle the affairs of the licensee or to apply for a new license in the name of the successor.

AUTHORITY: sections 301.550, 301.553, 301.560, and 301.562, RSMo Supp. 2019. Original rule filed Nov. 1, 1999, effective May 30, 2000. Amended: Filed Sept. 23, 2002, effective March 30, 2003. Amended: Filed Dec. 28, 2007, effective June 30, 2008. Amended: Filed Aug. 28, 2019, effective March 30, 2020.*

**Original authority: 301.550, RSMo 1988, amended 1993, 1997, 2002, 2007, 2017, 2018; 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997, 2018; 301.560, RSMo 1988, amended 1989, 1993, 1995, 1997, 2002, 2006, 2007, 2010, 2012, 2018, 2019; 301.562, RSMo 1988, amended 1993, 1997, 2004, 2009, 2012, 2015, 2018.*