



Dealer Plates and Service Plates Public Information Package

Background information on the new Plates.

As of February 1, 2007 a new “Dealer Plate/Permit” (DPR) (single portable licence plate that incorporates the word DEALER on the left side with red alpha-numeric characters on a white background) will be introduced for “exclusive” use by “motor vehicle dealers” on motor vehicles owned as part of the dealer’s inventory of vehicles for sale.



The new Dealer Plate/Permit may be used for private use related to the sale of motor vehicles owned as part of the dealer’s inventory.

Also on the 1st of February 2007, the existing yellow plate will be converted to the new “Service Plate/Permit” (SPR).

No private use of vehicles displaying the new Service Plate will be permitted.



It will be used primarily by motor vehicle and trailer service providers (including garages and dealers) including anyone who repairs, transports, customizes or modifies motor vehicles and trailers as well as trailer manufacturers.

Validation period for the new Dealer Plate/Permit and the Service Plate/Permit.

The Dealer Plate/Permit and the Service Plate/Permit may be validated for a period of not less than three months and not more than 24 months.



Appearance of the new Dealer Plate and plate class.

The new Dealer Plate is a visibly distinct Ontario licence plate that has different security features (Ontario logo mark in retro-reflective material). It has a white background and the word DEALER, clearly indicated on the left-hand side and red alpha-numeric characters. The plate class is DPR.

Eligible persons for the new Dealer Plate/Permit.

Only Ontario motor vehicle dealers licensed under the Motor Vehicle Dealers Act will be eligible to obtain a new Dealer Plate/Permit. The Dealer Plate/Permit must be registered in the same legal name that appears on the Motor Vehicle Dealer Licence. A motor vehicle dealer may obtain as many Dealer Plates/Permits as are required for their business, each plate must be validated for use on the highway.

Use of a Dealer Plate/Permit.

A Dealer Plate/Permit may be used on a motor vehicle or commercial motor vehicle that is owned as part of the dealer's inventory of vehicles for sale and only for purposes related to the sale and Private use of the motor vehicle, in Ontario. The Dealer Plate/Permit shall not be used on motor vehicles including commercial motor vehicles that are kept for private hire, or on a commercial motor vehicle that is loaded with goods. The Dealer Plate/Permit may not be used on an unfit motor vehicle.

A motor vehicle dealer may also obtain a Service Plate/Permit.



In some cases, dealers will need to road test or transport unplated motor vehicles that they are in the process of repairing or servicing. Since the vehicle is not owned by the dealer as part of their inventory of vehicles for sale, they may require a Service Plate/Permit.



Service Plate/Permit

Appearance of the new Service Plate and plate class.

The re-designated Service Plate is identical in appearance to the old Dealer and Service Plate (black characters on a yellow background). The new plate class is .SPR.

Eligible persons for the new Service Plate/Permit.

Anyone who repairs, customizes, modifies, transports or manufactures motor vehicles or trailers, as well as trailer dealers and anyone who transports vehicles to a location where its load will be removed are eligible to apply for/use the new Service Plate/Permit.

This includes tow truck or impound facility operators under contract to the Ministry of Transportation to tow commercial vehicles under the Commercial Vehicle Impoundment Program (CVIP). It also includes auto auctions.



Use of a Service Plate/Permit.

A Service Plate/Permit may be used:

On a trailer or motor vehicle (other than a motorcycle or motor-assisted bicycle) for purposes related to the repair, road testing, customization or modification of the vehicle, if the vehicle is in the possession of the person to whom the service plate is issued,

or

for the purpose of transporting the vehicle by a person engaged in the business of transporting vehicles,

or

for purposes related to the manufacturing or sale of a trailer,

or

for the purpose of towing the vehicle by a person engaged in the business of transporting vehicles,

or

to tow a vehicle to a location where its load will be removed or to an impound facility
Private use of motor vehicles or trailers with a Service Plate/Permit is not permitted.

Anyone who repairs, customizes, modifies, manufactures or transports motor vehicles or trailers, as well as trailer dealers may obtain as many Service Plates/Permits as required for their business. Each plate must be validated for use on the highway.

A repairer or service provider can't obtain a Dealer Plate/Permit.

The Dealer Plate/Permit will only be issued to licensed motor vehicle dealers. Qualified repairers and service providers will retain their existing Dealer and Service Plates, which will be converted to the new Service Plate/Permit. Qualified new applicants will be issued a Service Plate/Permit.

An auto auction can't obtain a Dealer Plate/Permit?

The Dealer Plate/Permit will only be issued to licensed motor vehicle dealers. Qualified auto auctions will retain their existing Dealer and Service Plates, which will be converted to the new Service Plate/Permit. Qualified new auto auctions will be issued a Service Plate/Permit.

**For the Official wording please see the following:
Highway Traffic Act of Ontario Sec 12 and Ontario Regulation 628 Sec 9 to 13.3**

