



LICENSE TO ROAM :
VANITY LICENSE PLATES AND THE GR8 STORIES THEY TELL™
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MORE AMERICANS SHOULD VANITIZE!

CROTON-ON-HUDSON, NY-- “More Americans should vanitize!” says Stefan Lonce, the author of the forthcoming book, *LCNS2ROM – LICENSE TO ROAM: VANITY LICENSE PLATES AND THE GR8 STORIES THEY TELL*. *LCNS2ROM* examines the vanity license plate phenomenon, and utilizes the neologism “vanitize,” which Lonce defines as, “to embellish a motor vehicle with a vanity license plate or plates.”

The *AAMVA-LCNS2ROM Vanity License Plates Survey* found there are 9.3 million vanitized motor vehicles in the United States, and 440,000 in Canada. Lonce conducted the *Survey* with the American Association of Motor Vehicle Administrators, which represents the American and Canadian departments of motor vehicles.

The *AAMVA-LCNS2ROM Vanity License Plates Survey* ranks states by the percentages of “registered motor vehicles,” as defined by the *Survey*, which are vanitized. In the U.S., the top ten states are: Virginia, which ranks first, followed by New Hampshire, Illinois, Nevada, Montana, Maine, Connecticut, New Jersey, North Dakota and Vermont. In Canada, Ontario ranks first, followed by Saskatchewan and Manitoba. The complete *Survey* results are available at www.LCNS2ROM.com.

“Vanity license plates are intriguing minimalist poetry in motion. They are powerful message platforms that allow motorists to tell hopeful or humorous stories in eight or fewer characters. And vanity plates are fun,” Lonce said.

A lifelong New Yorker, Lonce lauds the motorists who have already vanitized their vehicles. “Everyone has a story to tell, and vanity plates are a great way to tell stories, in virtually the most public way possible. Motorists show their creativity when they vanitize, and I encourage other American motorists to be creative and vanitize,” Lonce said.

Every state (and D.C.) issues vanity plates, as do all Canadian provinces (except for Quebec and Newfoundland and Labrador).

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