

Media Release

Thursday 27 June 2024

VICROADS TO BRING BACK SIX-DIGIT HERITAGE PLATES

VicRoads has announced that six-digit Heritage plates will be returning this July for a limited release.

Heritage plates are unique, being genuine replicas of Victoria's first ever number plates issued in the 1930s. Crafted with unparalleled attention to detail, these plates continue to be handmade reflecting the time-honoured techniques used last century, making each one distinct. These plates are also issued in the original number series from the 1930s, limiting the total number that can ever be produced.

Six-digit Heritage plates have traditionally been available on the VicRoads Custom Plates website. However, in recent years, we have often had to pause their availability due to overwhelming demand.

The rising demand for Heritage plates overall can be seen through increases in historical average auction prices paid for three, four and five digit plates from 2020 to 2023. In 2020, three-digit Heritage plates were available for an average of \$135,000. By the end of 2023, the average auction price increased to \$375,000. Auction prices paid for four and five-digit Heritage plates also doubled during this period.

Average auction price	Three-digit	Four-digit	Five-digit
2020	\$135,000	\$73,000	\$45,388
2023	\$375,000	\$196,000	\$158,000

Source: VicRoads auction data. Figures represent average values from the auction of VicRoads owned Heritage plates.

VicRoads Chief Executive Officer, Giles Thompson, says enthusiasm about Heritage plates is at an all-time high.

"The value a Heritage number plate has to a customer can be influenced by several factors, including rarity. Low digits, unique character combinations, repeating numbers, mirrored sequences, and alternating patterns are always in high demand. Beyond the visual style, there is also the value that lies in the personal significance they hold for the owner, whether it's a birthday, anniversary, or some other milestone."

"This is the first time six-digit Heritage plates have been made available since the July 2023 release, which had to be paused after just three days due to unprecedented public demand."

For early access to the forthcoming Heritage plates release date and to preview available combinations, sign up to the Custom Plates mailing list at www.vplates.com.au

At this time, no decision has been made regarding any future releases of six-digit Heritage plates.

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About VicRoads

VicRoads operates registration and licensing services for Victorians, registering more than 6 million vehicles annually and issuing licences for more than 5 million drivers.

VicRoads offers a wide range of services, including the ability to personalise number plates through its Custom Plates business. Revenue generated from Custom Plates and Heritage plates supports VicRoads' efforts to modernise its systems and services.