

**LICENSING CIRCULAR**

No: 01/07  
April 11, 2007

**SUBJECT: COMMEMORATIVE LICENCE PLATES FOR THE VANCOUVER 2010  
OLYMPIC WINTER GAMES**

Manager – Customer Affairs  
Manager - Corporate Comm.  
Manager – Regulated Vehicle Programs  
Manager – Licensing Communications  
Manager – Specialty Lic. and Insurance  
Manager - Insurance Support Services  
Managers – Licensing Support Services  
Manager – Customer Contact Operations  
Manager – Regulated Driver Programs

Regional VPs  
Community Managers  
MoT Inspection Stations (Weigh Scales)  
Carrier Safety Inspectors  
Dangerous Goods Inspectors  
ICBC Appointed Agents  
Deputy Chief Underwriter  
Motor Carrier Department  
ICBC Driving School Inspectors

Media Relations Co-ordinator  
RCMP “E” Division  
CCMTA / AAMVA  
Director, CVSE Branch MoT  
Special Investigations Unit  
Police Services Division, MPSSG  
Government Agencies (Authorized)  
Superintendent of Motor Vehicles

**I. PURPOSE OF CIRCULAR:**

To provide information about the optional 2010 Winter Games licence plates available to BC motorists.

**II. BACKGROUND:**

On April 15, 2007 ICBC will begin issuing commemorative 2010 Winter Games licence plates that motorists may choose, for an additional fee, to display on their vehicle in place of regular British Columbia licence plates.

2010 Winter Games licence plates can be issued for the majority of licensed vehicles in the province, including private passenger vehicles, utility trailers, motor homes, motorcycles, commercial trucks and commercial trailers.

2010 Winter Games licence plates cannot be displayed in place of licence plates that have unique marks or designations such as collector, antique, restricted, apportioned, veteran and industrial plates. 2010 Winter Games licence plates cannot be personalized nor can they be used as a floater plate (e.g., demonstration, repairers, transporter, and manufacturer).

The existing plate numbering conventions (e.g., AA ##### for commercial vehicles, or ### AAA for passenger vehicles) will also apply to 2010 Winter Games number plates. However, for promotional purposes three commercial licence plates (“BC 2010”, “2010 BC” and “G0 2010”) may be displayed on passenger vehicles as an exception to convention. A space near the bottom of the plates provides for the required day and month validation decals. These decals will be the same colour and design as for all other BC licence plates. Examples of the 2010 Winter Games plates for each type of vehicle are attached as an appendix.

2010 Winter Games licence plates are available from Autoplan brokers for an initial fee of \$35 and may be retained in subsequent years for \$25, payable upon each annual vehicle licence renewal.

The net proceeds from the 2010 Winter Games licence plates are allocated to the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

Mark Francis  
Senior Manager, Regulated Vehicle Programs - ICBC

## APPENDIX 2010 Winter Games Licence Plates - Province of British Columbia

### Passenger Vehicle:



### Motorcycle:



### Commercial Truck and Farm Truck\*:



\*all farm truck plates are G# #####

### Utility Trailer:



### Commercial Trailer:



As part of 2010 Winter Game promotions, three commercial style licence plates may also be displayed on passenger vehicles: BC 2010, 2010 BC and GO 2010.