



Susana Martinez
Governor

John Monforte, J.D.
Acting Cabinet

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New Mexico Wins America's Best License Plate Award

Santa Fe, N.M. – Today, Governor Susana Martinez and the Automobile License Plate Collectors Association (ALPCA) announced that New Mexico's "Chile Capital of the World" license plate is the winner of America's Best License Plate Award for 2017. This is the second time New Mexico has received the award. In 2011, the state won the award for the turquoise Centennial License Plate.

"I'm very proud to accept this award on behalf of the people of New Mexico," said Governor Martinez. "Chile plays a significant role in our state's culture and is one of our greatest treasures. This license plate lets the world know that New Mexico is – without a doubt – the Chile Capital of the World."

"It is my pleasure to announce that the state of New Mexico's new 'Chile Capitol of the World' standard license plate is the winner of this year's Best Plate Award," said ALPCA president, Cyndi McCabe. "The plate is simply stunning, with its unusual black background and embossed yellow letters and numbers accented by colorful red and green chile peppers."

Seventeen license plates were nominated for the award. Hawaii came in a distant second place, followed by Wyoming and Oklahoma.

Since the launch of the license plate in July 2017, the New Mexico Motor Vehicle Division has issued nearly 140,000 "Chile Capitol of the World" license plates.

The "Chile Capitol of the World" plate was launched as a standard plate and requires no additional fees on registration – unlike a specialty plate which requires an additional fee of \$35. For drivers with a current registration who choose to switch to the "Chile Capitol of the World License Plate," a \$17.00 in office or \$7.25 online replacement fee is required. Drivers with specialty plates can switch at no cost.

“It’s no surprise that a plate depicting one of New Mexico’s most unique cultural icons is so popular,” said Acting Secretary Monforte. “We’re proud to accept this award and honor New Mexico’s status as the Chile Capital of the World.”

Since 1970, ALPCA has sponsored the annual Best License Plate Award program. Pennsylvania won the first award in 1971. Founded in 1954, ALPCA is the world’s oldest and largest non-profit organization devoted to researching, collecting, and promoting license plates.

The “Chile Capital of the World” License Plate:

