



HOW TO BUY GUIDE

HERITAGE PLATES

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SUMMARY

Heritage Plates have been a status of wealth and exclusivity for many years; being part of an elite club in which the small piece of Vitreous Enamel mounted to the front and back of your car is often worth more than the car itself. With strong demand for Heritage Plates in recent years, we are seeing hundreds of new buyers enter the market; all of whom at some point are asking:

“What is a premium plate?”

Here is a guide to help educate new buyers when purchasing a Heritage Plate for the first time. Heritage Plates should not be limited to just these considerations, but this framework will help create a foundation for your ongoing research on the factors which define a ‘premium plate’



THE VISUAL APPEARANCE

The visual appearance of a Heritage Plate has a major role in determining the value of a Heritage Plate. Visual appearance comes in the form of patterns, mirror combinations, ascending/descending numbers and even the way each individual number is composed in the font in which it is displayed. For example:

- 123.456 would be strongly contested at auction as it is an ascending pattern.
- 100.000 would see strong demand as it the first 6-digit number plate and it has five of the same numbers on the end.
- 111.112 would be popular as it has five of the same numbers together followed by a different number on the end.
- 101.101 and 200.002 would be in high demand as they are palindrome combinations.
- 131.313 is visually appealing as it is an alternating pattern with only two numbers.
- 111.222 would be popular as it has three of the same numbers, either side of the separator in the middle.
- 222.282 would be highly sought after as it features five of the same number.
- 115.522 could also be popular as it is composed of just three numbers which are repeated together.
- Many people also connect with patterns such as 246.810 (2,4,6,8,10) and 109.876 (10,9,8,7,6).
- Mirror plates are also in high demand, such as 169.961, 123.321, 275.572 and 115.511.
- Symmetrical plates are also very popular, such as 123.123, 112.112 and 173.173.

The visual appearance of the numbers themselves are a consideration, such as 1, 3, 4, 5 and 7 having a “flat top” and numbers such as 2,6,8,9 and 0 having a “rounded top”.



THE SCARCITY FACTOR

Victorian 6-digit Heritage Plates range from 100.000-285.000 – meaning there are 185,000 possible combinations (excluding some limited combinations in between the range). However, within this range there are 3,000 special plates that are almost impossible to purchase. These plates fall within the following range:

- 100.000-100.999
- 101.000-101.999
- 110.000-110.999

These plates have been unavailable to purchase for many years whilst most other 6-digit combinations were recently available from VicRoads. As a result, only a handful of these plates are in circulation, making them 'harder to obtain' than the rest. In recent months, VicRoads has been releasing these specific plates via auction platforms – They were never available through the standard online ordering process.



THE IMPORTANCE OF CULTURE

Many buyers will buy plates with only specific numbers in it as it is meaningful in their culture. For example, in Chinese cultures, the number '8' is extremely lucky as its pronunciation "Ba" sounds like the word "fa" which means to make fortune. As a result, plates with the number 8 in it will often see more demand than plates without. The number "168" is extremely sought after as in Chinese culture it means "fortune all the way/one path to prosperity." In Vietnamese culture, the number 9 is considered very lucky. On the flip side, the number 4 is not well regarded as it sounds like the word for "death" in Chinese. Many buyers will often avoid plates with 4 in them at all costs, unless it is a 'top tier' combination, such as 4.888, 48.888, 499, or 144.441. However, if you see an appealing combination with a 4 in it, chances are that others will like it too. Whilst 44.444 may be less desirable than 88.888 or 99.999, it would still be strongly contested should it ever be for sale.



THE LOWEST NUMBER

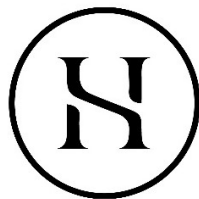
The lower the number is always a factor, but not always the biggest factor. For example, 102.000 is a low 6-digit plate, but there would equally be strong demand for 212.222 even though it is higher number. Same argument could be said for 222.333 over 155.155. It all comes down to personal preference.



WHAT'S NEXT

Before you purchase your first plate, or consider purchasing an additional plate, take the above considerations into account and keep in mind there can be other factors as well which will impact a plates value and desirability. Spending a minimum of \$18,000 on a number plate is a significant amount of money so please do your research and ensure you are ready to buy before you do.

If we had an unlimited budget, our favorite 6-digit plates to purchase would be: 100.000, 123.456, 111.222 and 285.000. Your preference will and should differ to our opinion.



HERITAGE ONLY
AUSTRALIA'S PREMIUM MARKETPLACE FOR HERITAGE PLATES