



# A Dealer's Guide to Cherished Transfers

Fleet Admin August 2015



# Let's get started

## Which option applies to me?

- Transfer of Cherished Number either currently held on Certificate of Entitlement V750 or Retention Certificate V778
- Transferring Cherished Number from existing to new Alphabet vehicle
- Transferring Cherished Number from Alphabet vehicle to privately owned vehicle
- Transferring Cherished Number from privately owned vehicle to Alphabet vehicle
- Removal of Cherished Number from Alphabet vehicle to be retained

# Assignment of Cherished Number

Either currently held on Certificate of Entitlement V750 or Retention Certificate V778

## Number Plate on Retention

If the customer's number plate is on Retention then completing the transfer is straightforward. The customer should be named as the grantee on the document to indicate they are the owner of the cherished mark. Therefore Alphabet will need to be named as the nominee on the Certificate unless the contract type indicates the driver name as the keeper on the V5.

**Please note; the nominee must be written exactly as the registered keeper is indicated on the V5 for the vehicle in which the cherished plate is being applied.**

## If a change of Nominee is required;

The customer must complete the 'add/change nominee' section (2) and sign section 1 & 6. This must then be sent to the DVLA using the address specified on the back of the V778/V750. It will take on average 10-12 days.

# Assignment of Cherished Number Continued...

## Assigning a Number Plate

V750 Certificate of Entitlement or V778 Retention Certificate:

If the assignment cannot be completed by a retailer at first registration a cheque for £14.40 (£12 + VAT) (administration fee) payable to Alphabet is required.

If the transfer is to be completed post registration please forward all of the above along with the checklist for the attention of Alphabet (GB) Ltd, PO Box 1295, Boongate, Peterborough, PE1 9QW.

# Transferring Cherished Number

From existing Alphabet vehicle to new Alphabet vehicle

Transferring a cherished number plate from one car to another is straightforward. If the customer has a cherished registration number, they may want to transfer it directly to another registered vehicle. This is only possible if the V5c is available for the donor vehicle they are transferring to.

## What you will need from the customer

- A cheque for £80 payable to DVLA
- A cheque for £14.40 payable to Alphabet GB Ltd

# Retaining Cherished Number

From existing Alphabet vehicle to be retained

What you, as the customer, will need to provide

- Download and print V317 Form from the DVLA website and complete and sign section 4 only please ensure to sign where the grantee signature is requested.
- A cheque for £80 made payable to DVLA
- A cheque for £14.40 (admin fee) made payable to Alphabet
- Please forward all of the above for the attention of Alphabet (GB) Ltd to PO Box 1295, Boongate, Peterborough, PE1 9QW

Please note this process can take up to 8 weeks to complete and any delay can impact on the collection of the vehicle. This process can only be completed by Alphabet as the registered keeper.








# Sample Document

## V750

### Certificate of Entitlement



## Certificate of Entitlement

Please read the Guidance notes overleaf  
 Online services available at [www.dvlaregistrations.co.uk](http://www.dvlaregistrations.co.uk)

Serial number **4332602** V750

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**Purchaser**

Purchaser

Vehicle registration number  Validation character

This vehicle registration number must be assigned to a vehicle *before*

**Nominee**

Certificate number

Date of agreement

For sections 2, 3 and 4 you can apply online at [www.dvlaregistrations.co.uk](http://www.dvlaregistrations.co.uk) or to apply using this Certificate, put an 'X' in the box to show what you are applying for.

**2 Nominee details** (read note C overleaf)  
 Fill in this section if you want to add (if you do not have one), or change the Nominee details on this Certificate.  
 If the Purchaser named opposite, apply to add or change the Nominee details. I enclose the fee of £25.  
 First names   
 Surname   
 or Company Name

**3 Extending your entitlement period** (read note D overleaf)  
 If, the Purchaser named opposite, apply to extend my entitlement period for a further:  
 One year: £26  Two years: £30  Three years: £75   
 (Please tick one box only and enclose the relevant fee - not refundable).  
**NOTE:** If you are applying for a Nominee change and an extension at the same time, you need to pay both fees.

**4 Purchaser's change of address details** (read note E overleaf)

Post town   
 Post code   
 Daytime phone number:

**5 Refund of the assignment fee** (read note F overleaf)  
 If, the Purchaser named opposite, apply for a refund of the assignment fee (£80). This vehicle registration number has not been assigned and my right has run out. I understand that I can no longer assign this vehicle registration number.

**6 Signature**  
 Purchaser (not Nominee) **MUST** sign in the box below for Sections 2, 3, 4 and 5.  
 Date   
 If you are signing for a partnership, limited company, or other legal entity, give your position in the firm:

DVLA Local Office stamp  Date received in S.O.M

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**1 Assigning this vehicle registration number**  
 The Purchaser named above **MUST** fill in this section. Do not send the assignment application directly to DVLA, Swansea. Read note B overleaf.  
 If, the Purchaser named above, apply to assign this vehicle registration number on to a:  
 Unregistered vehicle  or, Place an 'X' in the box that applies  
 Registered vehicle

Please fill in the vehicle registration number and validation character of the registered vehicle below. These details are shown in Section 4 of the Vehicle Registration Certificate (V5C).

Vehicle Registration Number  Validation character

Date the tax disc runs out:  DD  MM  YYYY

I understand that I have used my right to assign this vehicle registration number, and that any future application to transfer or retain this vehicle registration number will be subject to the Department for Transport's rules, as they exist at that time.

Purchaser (not Nominee) **MUST** sign in the box below:  
 Date   
 If you are signing for a partnership, limited company, or other legal entity, give your position in the firm:


If you want to add (if you do not have one) or change the Nominee details at the same time as assigning, you also need to fill in Section 2.

**Official use only**

Application type (tick box)

New	Used	C/T	Retention
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Replacement/first tax disc serial number

 **EPOS receipt number**

An executive agency of the  
 Department for  
**Transport**

7/08



# Jargon Buster

## Useful information

- Entitlement- You never "own" a Number plate - you merely own the "entitlement" to display it on your vehicle
- V750 – The Certificate of Entitlement issued for a Number plate purchased directly from the DVLA which has not yet been assigned to a vehicle.
- V778 - The Retention Certificate issued when a Number plate is retained from a vehicle into retention status.
- V317 – form to be complete to retain or transfer a plate.
- Grantee- The Grantee features on the V778 Retention document - the Grantee is the only person entitled to transfer or assign the Number plate when retained
- Nominee - A nominee appears on both the V750 and the V778. if the cherished number is not being assigned to a vehicle registered to the grantee, the vehicle keeper must be listed as the nominee.

# Jargon Buster

## Continued...

- Retention - If you own a Number plate but wish for it not to be transferred to a vehicle then you can hold it on Retention - a 10 YEAR Certificate confirming your entitlement to the Number plate
- Retention Certificate V778 - The document confirming your entitlement to a registration Number
- Cherished transfer - Transferring a Number plate from one registered vehicle to another
- Assignment Fee – DVLA fee to assign a plate to a vehicle whether by transfer or off retention.
- Log book - The V5 /V5c vehicle registration document proving ownership of a vehicle

Should you require any further assistance  
please don't hesitate to contact us

[vehicleadmin@alphabet.com](mailto:vehicleadmin@alphabet.com)

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