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 customers 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.**
Retention Document

Details of Entitlement

Grantee

Vehicle registration mark

The mark must be assigned to a vehicle below 3250 kg and 11m overall.

Applicant number

Type of vehicle

To have the Mark Assigned to a vehicle

The grantee’s Declaration

Only to be completed when you, the grantee, wish to exercise your right to form a mark assigned.

L. the grantee named above, apply to have the vehicle registration mark above assigned to the vehicle identified in the mark assignment form (V778) exercised by the above named owner at...
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

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