

**[ LTO MEMORANDUM CIRCULAR NO. 520-2004,  
June 22, 2004 ]**

**ADOPTION OF NEW DESIGN FORMAT OF THE LICENSE PLATES  
FOR RECLASSIFIED TOURIST TRANSPORT SERVICES/TOURIST  
ORIENTED MOTOR VEHICLES**

Pursuant to the provisions of Republic Act No. 4136, otherwise known as Land Transportation and Traffic Code, as amended, and in line with existing rules and regulations, the following guidelines on the above-subject are hereby promulgated.

**A. OBJECTIVE**

The influx Tourists to our country, courtesy of the aggressive promotional campaign of the Department of Tourism through its "WOW Philippines Program", accounts for the immeasurable goodwill for the Filipino people and revenue for the government and to the business sector catering to tourists and foreign visitors.

It is in this light that tourists, who are perceived as rich and big spenders, should be accorded due respect from law enforcement authorities as well as utmost security and protection from kidnappers, terrorists and other criminal elements. Accordingly, it is imperative as part of LTO's concern for the safety of tourists and comfort during their land travel to change the design format of the license plates of tourist-oriented Public Utility Vehicle (PUV) so as to differentiate these units from the easily identifiable for-hire vehicles.

Hence, the need for the adoption of the measure set forth in this memorandum circular as requested by tourist-oriented PUV operators and in coordination with the Land Transportation Franchising and Regulatory Board (LTFRB).

**B. COVERAGE**

In line with Land Transportation Franchising and Regulatory Board (LTFRB) Memorandum Circular No. 2004-011 dated 26 May 2004, the motor vehicles falling under the following reclassified services shall be covered by this Memorandum Circular:

**1. Tourist Coupon Transport Service**

Tourist Coupon Transport Service shall refer to four-door sedan vehicles, vans (such as Mitsubishi L-300, Nissan Urvan, Toyota Hi-Ace, Hyundai Starex, Kia Besta, Kia Pregio, MB 100 or their equivalent), and Asian Utility Vehicles (AUV) plying the international and/or domestic airports, seaports and hotels. Backseats of AUVs with liftbacks shall be removed. They shall have body markings and no top light shall be installed.