



Who's so vain?

Vanity license plates are minimalist poetry in motion. Vanity plates reflect our values of freedom, opportunity, creativity, mobility -- and fun; vanity plates have empowered American and Canadian motorists to tell almost 10 million of the shortest of stories, in eight or fewer characters.

Vanity plates are resolutely public, yet frequently enigmatic: even if you know what a vanity plate says, you cannot know what it *means* unless you know the story, or the cause, that inspired the motorist to vanitize. *LCNS2ROM* recounts some of the GR8 stories that North American motorists have told on their vanity plates.



It's obvious that the title of this book, which chronicles the vanitizing phenomenon, had to be an actual vanity plate. It's equally obvious that **LCNS2ROM** probably is the most famous vanity plate in North America: it's easy being number one when there is no competition, and there are no other famous real-life vanity plates, except for Cindy McCain's moderately famous Arizona vanity plate.

That's because vanity plates are usually seen, but not noticed. Until