

Occupational Licensing Industry News

OLIN 2025-05

TVS Name Approval

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Effective: April 29, 2025

Occupational Licensing Industry Compliance

The Department of Motor Vehicles (DMV) wants to remind traffic violator school (TVS) owners and operators of the guidelines surrounding TVS names.

TVS Name Advertisement

General TVS name standards and guidelines are outlined as follows. A TVS:

- Name must **not** include a cost, price, or amount of the TVS course unless the name accurately reflects the cost of the course.
- Name is considered a form of advertising, and must:
 - **Not** advertise a statement that is untrue or misleading by any manner or means.
 - Conduct its business pursuant to any actual or implied claims included in its name.
- Name must **not** exceed 35 characters, including spaces.
- **Must** use its full name, the principal business address as shown on DMV records, and the TVS's license number in all media and advertising (including telephone listings, websites, or printed advertisements).
- **Must not** use any name other than the DMV-approved business name, or also known as (aka) name, in any of the following instances:
 - Advertising.
 - On any TVS website.
 - On any website to which a traffic violator is directed.
- **Must not** advertise that it is approved by DMV; however, the TVS may refer to being licensed by DMV.

NOTE: This is **not** a comprehensive list. TVS owners and operators should refer to relevant statutes and regulations for complete details.

Background

DMV has observed a recent rise in TVS names and advertisements that do **not** comply with statutes and regulations. TVS owners and operators are reminded to comply with these guidelines to avoid disciplinary actions.

References

Vehicle Code §§25, 11202(a)(4), and 11215(d)
California Code of Regulations, Title 13 §§345.02 and 345.52

Distribution

Notification of this memo (available at dmv.ca.gov under Vehicle Industry Services) was sent through the California DMV Automated Email Alert System in April 2025 to:

- TVS Owners
- TVS Operators

Contact

Questions related to:

- Regulations or statute may be directed to OL Compliance,
DMVPolicyOLCompliance@dmv.ca.gov.
- Potential name approvals may be directed to the DMV Website,
<https://www.dmv.ca.gov/portal/vehicle-industry-services/occupational-licensing/occupational-licenses/traffic-violator-school/traffic-violator-school-owner-license/>.