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[< Back to front page](#)

Text size [-](#) [+](#)

DOWNTOWN

Mass. Registry of Motor Vehicles debuts new website that allows advertisements

Posted by Matt Rocheleau February 5, 2013 08:53 AM

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By Matt Rocheleau, Town Correspondent

The Massachusetts Registry of Motor Vehicles launched a new website this week becoming the country's first motor vehicle administration to allow advertisements on its website.

The new [MassRMV.com](#) will feature ads on select pages in an effort to bring in additional revenue. Officials expect the online ads will generate about \$65,000 in its first year.

The new site also features a design that state transportation department officials said is easier for customers to navigate.

"This is a great example of MassDOT's continued emphasis on making our services more user-friendly," said department Secretary and CEO Richard A. Davey. "MassRMV.com makes online transactions simpler for the customer and gives us additional revenue opportunities."

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“We work hard to drive customer traffic to the web, so we recognize our obligation to make this mode of service delivery as convenient as possible,” said a statement from Registrar of Motor Vehicles Rachel Kaprielian.

More than 3.4 million customer service transactions were performed online during 2012, up from 2.9 million the prior year, officials said.

The registry's website draws more than 16 million annual visits. Its old web

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