Automobile Dealerships Step Up to the Plate and Hit a Home Run for the Chesapeake Bay

*The Chesapeake Bay Trust announces winners of Bay Plate sales contest for environmentally conscious car dealers*

FOR IMMEDIATE RELEASE  
Contact: Erin Valentine, (410) 974-2941, evalentine@cbtrust.org

(Annapolis, MD) September 7, 2017 – This spring, environmentally friendly automobile dealerships, dubbed “Dealers for the Bay,” engaged in a friendly competition. The competition was called the Just Ask! Bay Plate Contest, to see who could send the most customers off their lots in vehicles sporting the Treasure the Chesapeake Bay license plate. The contest began in April 2017 at the start of the peak sales months, concluding in June. Of the close to 900 dealerships in the region, 135 signed up to participate in the contest and 28 were named as highest performers.

Shockley Honda of Frederick, Maryland, emerged as the overall winner, with 64% of vehicles sold with Bay Plates, compared to 7% the prior year. “Our team had a blast with this competition,” said Bradly Smith of Shockley Honda. “We found that when you explain the great benefits of a Bay Plate to every customer, it’s not surprising how many say yes! Anything we can do to help our natural resources is a win in our book.”

Funds generated from the sale of the Bay Plate are distributed by a nonprofit organization, the Chesapeake Bay Trust, through grants that fund natural resources, K-12 education, conservation, and restoration programs. Schools, students, teachers, community associations, and other organizations tap into this funding to carry out projects all across the state, in every county from the mountains to the coast.

“The Trust is so thankful for our partnerships with all of our Dealers for the Bay,” said Jana Davis, executive director of the Chesapeake Bay Trust. “These dealerships are helping get kids outside on field trips with their teachers, trees planted with local civic associations, and gardens planted across our communities, all of which help the Bay and its rivers and streams.”

For every 20 Bay Plates sold, 10 students will experience field trips through their schools and 6 trees will be planted in local communities. As a result of the additional efforts of the 135 Dealers for the Bay this past spring to explain the value of Bay Plates to customers, 1357 more students will be educated and over 900 more trees can be planted.

The top performing dealerships in each category of the competition are as follows:

**Top 10 Dealerships Selling the Highest Number of Bay Plates in Spring 2017**

<table>
<thead>
<tr>
<th>Dealership</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shockley Honda, Frederick County</td>
<td>1st</td>
</tr>
<tr>
<td>Volvo Cars Annapolis, Anne Arundel County</td>
<td>2nd</td>
</tr>
<tr>
<td>Apple Ford Lincoln, Columbia, Howard County</td>
<td>3rd</td>
</tr>
</tbody>
</table>
Lexus of Rockville, Montgomery County 4th place
Euro Motorcars Bethesda, Montgomery County 5th place
Sheehy Lexus of Annapolis, Anne Arundel County 6th place
Koons Toyota of Annapolis, Anne Arundel County 7th place
Heritage Volkswagen Subaru, Owings Mills, Baltimore County 8th place
Criswell Acura Audi, Annapolis, Anne Arundel County tied 9th place
Bill Kidd's Toyota Scion, Cockeysville, Baltimore County tied 9th place

**Most improved: Increased the Number of Bay Plates Sold**
Shockley Honda, Frederick County 1st place
Apple Ford Lincoln, Columbia, Howard County 2nd place
Volvo Cars Annapolis, Anne Arundel County 3rd place
DARCARS Chrysler Dodge Jeep Ram of Silver Spring, Montgomery County 4th place
Koons Toyota of Annapolis, Anne Arundel County 5th place
Pohanka Toyota of Salisbury, Wicomico County 6th place
DARCARS Toyota of Silver Spring, Montgomery County 7th place
Honda of Owings Mills, Baltimore County 8th place
Pohanka Volkswagen of Salisbury, Wicomico County tied 9th place
Ourisman Volkswagen of Bethesda, Montgomery County tied 9th place

**Highest Percentage of Bay Plates Sold in Spring 2017 (of those who sold >20 cars)**
Shockley Honda, Frederick County, 64% 1st place
Porsche of Annapolis, Anne Arundel County, 35% 2nd place
Volvo Cars Annapolis, Anne Arundel County, 30% 3rd place
Johnson Fiat of Annapolis, Anne Arundel County, 29% 4th place
Lexus of Rockville, Montgomery County, 25% tied 5th place
Sheehy Lexus of Annapolis, Anne Arundel County, 25% tied 5th place
Euro Motorcars Bethesda, Montgomery County, 24% tied 7th place
Len Stoler Porsche Audi, Owings Mills, Baltimore County, 24% tied 7th place
Sheehy Infiniti of Annapolis, Anne Arundel County, 23% tied 9th place
Frederick Subaru, Frederick County, 23% tied 9th place
Northwest BMW, Owings Mills, Baltimore County, 23% tied 9th place

**Greatest Percentage Improvement (>20 cars sold)**
Shockley Honda, Frederick County, 57% 1st place
Johnson Fiat of Annapolis, Anne Arundel County, 17% 2nd place
Apple Ford Lincoln, Columbia, Howard County, 14% 3rd place
Pohanka Volkswagen of Salisbury, Wicomico County, 12% 4th place
Euro Motorcars Bethesda, Montgomery County, 6% 5th place
Koons Toyota of Annapolis, Anne Arundel County, 5% tied 6th place
Heritage Volkswagen Subaru, Owings Mills, Baltimore County, 5% tied 6th place
Pohanka Toyota of Salisbury, Wicomico County, 4% 8th place
Ourisman Volkswagen of Bethesda, Montgomery County, 3% 9th place
Frederick Subaru, Frederick County, 2% 10th place

The following Tag and Title Services each appreciably increased their Bay Plate sales as well:
A Bay Plate costs the car-buyer $20, and he or she is then eligible to join the Plate Perks program, which provides discounts (generally worth more than $20 per year) and preferred parking at more than 40 local businesses all across the state.

All of the Dealers for the Bay, including the winners, can be found at: https://cbtrust.org/dealers and below, and a list of businesses that offer discounts and other perks for Bay Plate owners can be found at: https://cbtrust.org/perks.

**About the Chesapeake Bay Trust**
The Chesapeake Bay Trust (www.cbtrust.org) is a nonprofit grant-making organization dedicated to improving the natural resources of Maryland and the Chesapeake region through environmental education, community engagement, and local watershed restoration. The Trust engages hundreds of thousands of individuals annually in projects that have a measurable impact on the waterways and other natural resources of the region. The Trust is supported by the sale of the Treasure the Chesapeake license plate and other sources. The Trust has received the highest rating from Charity Navigator for fourteen years: 92 percent of the Trust’s expenditures are directed to its restoration and education programs.

**Dealers for the Bay by Region**

**Anne Arundel County**
- Adams Chrysler Dodge Jeep
- Ram of Annapolis
- Annapolis Hyundai
- Annapolis Subaru
- Annapolis Volvo
- Audi Annapolis
- Bayside Nissan of Annapolis
- Bob Bell Ford
- Bob Bell Hyundai
- Bob Bell Kia
- Brown’s Honda City
- Brown’s Toyota Glen Burnie
- Carbiz
- Car Center of Glen Burnie
- Criswell of Annapolis Acura
- Criswell of Annapolis Acura Pre-Owned
- Fitzgerald Volkswagen
- Honda of Annapolis
- J.B.A. Chevrolet
- Jaguar Land Rover Annapolis
- Johnson Fiat of Annapolis
- Koons Toyota of Annapolis
- Mercedes-Benz of Annapolis
- Porsche of Annapolis
- Sheehy Nissan of Glen Burnie
- Sheehy Lexus
- Sheehy Infiniti
- Wilkins Buick GMC

**Baltimore City and Baltimore County**
- Al Packer Ford
- Anderson Honda
- Antwerpen Dodge Ltd
- Antwerpen Hyundai
- Antwerpen Motorcars Ltd
- Antwerpen Security Nissan
- AutoNation Chevrolet
- Bill Kidd’s Toyota Scion
- Bob Davidson Ford
- Cook Volkswagen
- Frankel & Chesapeake Cadillac
- Heritage Hyundai of Towson
- Heritage Mazda Subaru
- Volkswagen
- Heritage Subaru/Volkswagen
- Honda of Owings Mills
- Jaguar Land Rover Hunt Valley
- Koons Chevrolet
- Koons Ford
- Koons of Owings Mills
- Len Stoler Hyundai
- Len Stoler Lexus
- Len Stoler Porsche
- Mercedes-Benz Owings Mills
- Norris Ford
- Northwest BMW
- Plaza Ford
- R&H Toyota
- Wilkins Subaru

**Central MD**
- Antwerpen Hyundai Clarksville
- Antwerpen Nissan Clarksville
- Antwerpen Toyota
- Antwerpen VW
- Apple Ford Lincoln
- Classic Kia
- Cook Automotive
- Criswell Nissan
- Fred Frederick Chrysler Jeep
- Dodge Ram of Laurel
- O’Donnell Honda
- Ourisman Chevrolet
- Ourisman Chrysler Dodge Jeep
- Ourisman Honda/VW of Laurel
- Tischer Acura
- Tischer Nissan
Win Kelly Chevrolet Buick GMC

DC Metro Area
BMW of Silver Spring
Capitol Cadillac, Buick, GMC, Fisk
Carmax of Gaithersburg
Criswell Honda
EuroMotorcars
DARCARS 355 Toyota
Rockville
DARCARS Chevrolet
DARCARS Chrysler Jeep Dodge
DARCARS Chrysler Jeep Dodge of New Carrollton
DARCARS Ford-Kia
DARCARS Honda of Bowie
DARCARS Nissan of Rockville
DARCARS Toyota of Silver Spring
Fitzgerald Auto Mall – Gaithersburg
Fitzgerald Auto Mall – Rockville
Fitzgerald Lakeforest Motors
Gaithersburg Mazda
Herb Gordon Nissan
Herson’s Kia Motors
Herson’s Honda
Jim Coleman Toyota
Jim Coleman Infiniti
Jim Coleman Automotive Group
King Buick GMC
Koons of Silver Spring
Lexus of Rockville

Nissan of Bowie
Ourisman Chevrolet of Bowie
Ourisman Chrysler Dodge Jeep Ram
Ourisman Hyundai
Ourisman Hyundai of Bowie
Ourisman Mazda
Ourisman Mazda of Rockville
Ourisman Rockmont Chevrolet
Ourisman Volkswagen of Bethesda
Ourisman Volkswagen of Rockville
Ourisman Volvo of Bethesda
Pohanka Honda
Pohanka Hyundai
Pohanka Volkswagen
Renegade
Rosenthal Acura
Sheehy Ford Gaithersburg
Sport Honda

Eastern Shore
Gateway Subaru
Hertrich Chevrolet Buick GMC
Hertrich Ford
Koons Easton Toyota
Pohanka Automotive Group of Salisbury – Honda
Pohanka Automotive Group of Salisbury – Hyundai
Pohanka Automotive Group of Salisbury – Mercedes-Benz
Pohanka Automotive Group of Salisbury – Nissan
Pohanka Automotive Group of Salisbury – VW

Salisbury – Scion
Pohanka Automotive Group of Salisbury – VW
Preston Hyundai
Preston Mazda
Preston Nissan

Western MD
Diehl’s Ford Sales
Fitzgerald Auto Mall – Frederick
The Frederick Motor Company
Frederick Subaru
Hagerstown Honda
Hagerstown Kia
Hamilton Nissan
King Auto
Sharrett Auto Stores
Shockley Honda
Thomas Subaru Hyundai

Southern MD
Bayside Auto Group – Chevrolet
Bayside Auto Group – Toyota
Bayside Kia of Waldorf
Fitzgerald Auto Malls
Prince Frederick Ford
Sheehy Hyundai of Waldorf
Sheehy Nissan of Waldorf
Waldorf Chevrolet and Cadillac
Waldorf Ford
Waldorf Honda
Waldorf Toyota
Wes Greenway’s Waldorf
Subaru and Volkswagen
Winegardner Buick GMC