



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

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(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

Shockley Honda, Frederick County	1 st place
Volvo Cars Annapolis, Anne Arundel County	2 nd place
Apple Ford Lincoln, Columbia, Howard County	3 rd place

Lexus of Rockville, Montgomery County	4 th place
Euro Motorcars Bethesda, Montgomery County	5 th place
Sheehy Lexus of Annapolis, Anne Arundel County	6 th place
Koons Toyota of Annapolis, Anne Arundel County	7 th place
Heritage Volkswagen Subaru, Owings Mills, Baltimore County	8 th place
Criswell Acura Audi, Annapolis, Anne Arundel County	tied 9 th place
Bill Kidd's Toyota Scion, Cockeysville, Baltimore County	tied 9 th place

Most improved: Increased the Number of Bay Plates Sold

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

Highest Percentage of Bay Plates Sold in Spring 2017 (of those who sold >20 cars)

Shockley Honda, Frederick County, 64%	1 st place
Porsche of Annapolis, Anne Arundel County, 35%	2 nd place
Volvo Cars Annapolis, Anne Arundel County, 30%	3 rd place
Johnson Fiat of Annapolis, Anne Arundel County, 29%	4 th place
Lexus of Rockville, Montgomery County, 25%	tied 5 th place
Sheehy Lexus of Annapolis, Anne Arundel County, 25%	tied 5 th place
Euro Motorcars Bethesda, Montgomery County, 24%	tied 7 th place
Len Stoler Porsche Audi, Owings Mills, Baltimore County, 24%	tied 7 th place
Sheehy Infiniti of Annapolis, Anne Arundel County, 23%	tied 9 th place
Frederick Subaru, Frederick County, 23%	tied 9 th place
Northwest BMW, Owings Mills, Baltimore County, 23%	tied 9 th place

Greatest Percentage Improvement (>20 cars sold)

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

The following Tag and Title Services each appreciably increased their Bay Plate sales as well:

Direct Express Auto Tag & Title, Temple Hills, Prince George's County
Rockville Tag & Title, LLC, Montgomery County

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 & Ram](#)
[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, Fisker](#)
[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 Buick](#)
[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 – 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](#)