

Dear Maryland General Assembly,

I support HB1314 and I am the person who brought California's pilot program regarding this issue to the attention of Delegate Mautz after seeing that he had previously proposed legislation focused on removing front license plates. This legislation is a nice compromise between his prior proposal and the previous negative impact assessment that it received.

I came across the California pilot study information while investigating non-traditional license plate mounting brackets. I was researching because my car did not come with a front license plate mounting bracket and I didn't want to drill holes in the bumper of a \$60k brand new electric vehicle.

California's approach of allowing vinyl license plate stickers on the front of the vehicle has a large number of benefits that should be seen as favorable by the MGA, the state, and its citizens. The benefits are as follows:

1. Saves the state and its citizens money (printed vinyl is cheaper than stamped metal plates).
2. Very durable (vinyl like this is used on pretty much every commercial vehicle for advertising / logos).
3. Improves fuel efficiency / aerodynamics by not disrupting the airflow over the bumper, allowing the vehicle manufacturer's engineering intentions to be preserved.
4. Can be installed by users without the use of tools.
5. Can be removed easily (peels off with the assistance of a heat gun) and doesn't leave holes behind.
6. Maintains all the functions & intentions of the existing front license plate requirement.
7. Is harder for criminals to steal (attempts to peel off the vinyl sticker generally stretches it and ruins it in the process).
8. Makes it easier to wash the car (no nooks and crannies around a license plate to fill with dirt).
9. Looks better by not extending out in front of the vehicle like a traditional front license plate.

As you can tell from California's pilot program on these vinyl plates, the benefits are very transparent, and the pilot received a favorable rating from the state of California. I would encourage the MGA to read the study and provide honest consideration to passing HB1214.

Sincerely,
John Keyser

Sykesville, MD