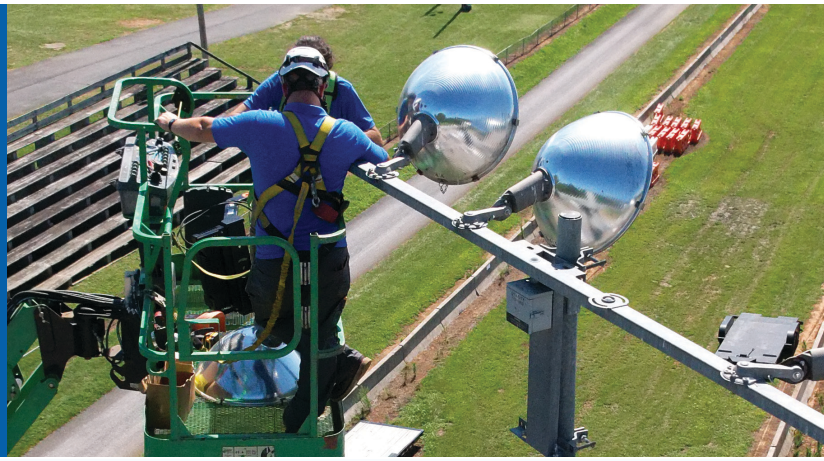
PotomacEdison®
A FirstEnergy Company

EmPOWER MARYLAND

CASE STUDY

Mason Dixon Dragway



"Our electric bill is about a third less, our hours are longer and our income is up."

Elmer Wachter,
Owner of Mason Dixon Dragway

SAVINGS BY THE NUMBERS

$100,800
Total incentives

133,023.64
Annual kWh savings

$14,633
Estimated annual savings

ENERGY EQUIVALENCIES

298,567
Miles driven by an average gas-powered vehicle

13.8
Homes' electricity for one year

7,225,405
Number of smartphones charged

The Opportunity

Mason Dixon Dragway is a family-friendly quarter-mile N.H.R.A. Division 1 dragstrip offering Championship Drag Racing and an annual calendar of events. The track, located in Boonsboro, Maryland, was built in 1959 and opened to the public in 1961.

The track's lighting hadn't been updated since 1994, and its owner, Elmer Wachter, was concerned about the existing lighting not being bright enough to ensure the safety of the track during evening races. The older, inefficient lights also took a long time to warm up to full illumination and were more expensive to replace due to the shorter life of the metal halide bulbs and their high wattage requirements.

The Project

Potomac Edison's Small Business Direct Install Program worked in partnership with KW Efficiency, a trusted Closed Network Provider. After reviewing the original Qualite drawings, they came up with a money-saving, turnkey solution to install (26) 1,200-watt and (46) 620-watt bulbs to match or exceed the candlepower lamination of the old (72) 1,625-watt metal halide bulbs. This change alone cut their total wattage from 117,000 to 57,280 — while instantly increasing the safety of the track.

The Results

The lighting upgrade project has helped Mason Dixon significantly reduce energy use and lower their operating costs. Overall, more than **$100,000** in energy efficiency incentives were provided by Potomac Edison's Small Business Direct Install Program, and the **133,023 kWh** savings from their upgrades save Mason Dixon Dragway almost **$15,000** a year.

The track is now safer than ever thanks to the increased visibility at night, with lights reaching their maximum output instantly instead of the 15 minutes it took for the original metal halides to warm up. This is also beneficial for the summer spectators' comfort, as the cars can race during the cooler evening temperatures.

Ready to unlock up to 75% off energy-efficient upgrades for your business?

Scan to submit an interest form, and someone from our Energy Advisor Services team will be in touch.

855-801-5803 | energysaveMD@clearesult.com | energysaveMD-bizsolutions.com

EmPOWER Maryland programs are funded by a charge on your electric bill. EmPOWER programs can help you reduce your electricity consumption and save you money. Go to **energysaveMD.com** to learn more about EmPOWER and how you can participate.