



New Mexico DEPARTMENT OF
TRANSPORTATION

Michelle Lujan Grisham, Governor
Ricky Serna, Cabinet Secretary

FOR IMMEDIATE RELEASE

Dec. 12, 2023

NMDOT Launches Inaugural Name a Snowplow Contest

SANTA FE - The New Mexico Department of Transportation (NMDOT) is launching a snowplow naming contest! Help us to start naming our snowplows! New Mexicans are some of the most creative, punny and witty people on the planet, that is why we want the public to send us their best names!

We depend on our fleet to serve our communities and make the roads safer for the traveling public, so we think our trucks should have some awesome names!

We encourage you to submit a unique, fun, winter-themed or New Mexico inspired snowplow name. Submissions will be accepted now through Friday, December 22, 2023, at noon!

[Submit your name ideas!](#)

The contest includes a few basic rules:

- Each person may only submit one name.
- Submissions are limited to no more than 20 characters (including letters and spaces).
- Nothing vulgar please. Any submissions containing profanity or other inappropriate language will not be considered.
- Politically inspired names (including phrases, slogans or plays on politicians' names) will not be considered. We are keeping this contest nonpartisan and free of politics. Naming snowplows is meant to be fun and lighthearted.

NMDOT Communication staff will review all submissions, select the most creative and inspiring names, and then invite the public to vote on their favorites starting December 29, 2023. Once voting is wrapped up, the top six names with the most votes will be announced, assigned to a snowplow and winners will receive bragging rights for a lifetime!

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NMDOT
Mobility for everyone

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NAME A NMDOT SNOWPLOW

SUBMIT YOUR IDEAS

