
Motor Vehicle Dealer Board

Advertising Policy

Advertising Display/Show Versus Display For Sale

Background

It has been common practice for motor vehicle dealers to show motor vehicles in malls and airports. These types of static displays have been interpreted as a “show”. The Motor Vehicle Dealer Board has not required an off-site (temporary supplemental) license as long as no sales activity was taking place away from the licensed location.

In addition, some commercial establishments such as Costco and Sam’s Club have relationships with dealers whereby the dealers offer special pricing for members of these stores. Often times a vehicle will be on display at the entrance of the commercial establishment as an advertisement for the buying service. The only price posted on the vehicle would be the Monroney Sticker and no sales would be taking place at the store.

Criteria for Display/Shows

The following criteria are used to differentiate between an Advertising Display/Show and display for sale requiring a supplemental off-site sales license. Situations meeting the listed criteria are deemed to be an Advertising Display/Show and would not require a supplemental license. Displays not meeting the criteria would require a supplemental license.

- Vehicle should not be readily visible from a public roadway.
- Advertising on the vehicle may only include the Monroney Sticker for a new motor vehicle and a Monroney like sticker (No larger than 8.5 inches by 11 inches.) and the buyers guide for used vehicles; the dealership or auto buying program name, address, and telephone number.
- The price of the vehicle should not be displayed anywhere on the vehicle other than on the Monroney Sticker for new motor vehicles or the Monroney like sticker as described above for used motor vehicles.
- With the exception of the Monroney Sticker for new motor vehicles or the Monroney like sticker as described above for used motor vehicles or the dealership or auto buying program name, address, and telephone number, no advertising should be displayed or written on the vehicle.

Applicable Laws

§ 46.2-1515. Location to be specified; display of license; change of location

§ 46.2-1516. Supplemental sales locations

Meeting Date: September 14, 2009