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# Motor Vehicle Dealer Board Guidance Document

## Advertising – Vehicle Location

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### Background:

During its review of the 2001 Internet Task Force Report, the 2017 Internet Task Force committee, discussed scenarios that involved licensed dealers (franchise and independent) advertising the same vehicle(s) for multiple locations, and advertising vehicles at a location when the vehicle is not physically at the advertised location. These advertising actions are considered misleading, and bait and switch tactics.

### Advertising:

Dealers are responsible for their advertisements, regardless of the format and media (print, internet, videos, electronic, YouTube, etc.).

In addition to the Motor Vehicle Dealer advertising laws and regulations, clarity is being provided to dealerships regarding advertising of vehicles for dealerships with more than one location, and vehicles being advertised at a location when the vehicle is physically located somewhere else.

When a dealership advertises vehicles for sale the advertisement should clearly identify the location of each vehicle listed in the advertisement and that vehicle should physically be located at the advertised location.

### Applicable Laws and Regulations

**§ 46.2-1581. Regulated advertising practices.**

**§ 46.2-1582. Enforcement: regulations**

**24VAC22-30 Motor Vehicle Dealer Advertising Practices and Enforcement Regulations**

### **Motor Vehicle Dealer Board Actions:**

<b>Advertising Committee Discussion:</b>	<b>November 13, 2017</b>
<b>Advertising Committee Approval:</b>	<b>November 13, 2017</b>
<b>Full Board Discussion:</b>	<b>November 13, 2017</b>
<b>Full Board Approval:</b>	<b>January 8, 2018</b>