
Motor Vehicle Dealer Board Guidance Document

Advertising - Removal of Vehicles from Website

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 vehicles on their websites after the vehicle has been sold.

Removal of Vehicles from Website:

In addition to the Commonwealth's advertising laws and regulations, guidance is being provided to dealerships regarding the removal of vehicles from the dealer's website once the vehicle has been sold.

Upon selling a vehicle listed on its website, the dealer shall take action to remove the vehicle from the website within 5 business days. This is recommended to allow the dealership time to coordinate the removal of the vehicle from the website, to avoid misleading the customer and the appearance of bait and switch practices.

Applicable Advertising 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:

Advertising Committee Discussion:	November 13, 2017
Advertising Committee Approval:	November 13, 2017
Full Board Discussion:	November 13, 2017
Full Board Approval:	January 8, 2018