
By: Delegate D. Murphy

Introduced and read first time: February 2, 1996

Assigned to: Commerce and Government Matters

A BILL ENTITLED

1 AN ACT concerning

2 **Motor Vehicle Dealers - Advertising - Rebates, Sales, and Discounts**

3 FOR the purpose of prohibiting a motor vehicle dealer from advertising a rebate, sale, or
4 discount unless the rebate, sale, or discount is offered to all prospective buyers; and
5 generally relating to advertisements for motor vehicles.

6 BY repealing and reenacting, with amendments,
7 Article - Transportation
8 Section 15-313
9 Annotated Code of Maryland
10 (1992 Replacement Volume and 1995 Supplement)

11 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF
12 MARYLAND, That the Laws of Maryland read as follows:

13 **Article - Transportation**

14 15-313.

15 (a) A dealer or an agent or employee of a dealer may not use any advertisement
16 that is in any way false, deceptive, or misleading.

17 (b) A dealer or an agent or employee of a dealer may not by any means advertise
18 or offer to the public any vehicle without intent to sell it as advertised or offered.

19 (c) Any advertisement that is subject to and complies with the rules and
20 regulations of and statutes administered by the Federal Trade Commission is not false,
21 deceptive, or misleading under this section.

22 (d) (1) A dealer or an agent or employee of a dealer may not place on a vehicle
23 an insignia, logo, or other plate that advertises the name of the dealer, unless:

24 (i) The contract of sale for the vehicle contains a notice of the rights
25 of the buyer described in this subsection; and

26 (ii) The buyer of the vehicle consents to the placement of the insignia,
27 logo, or other plate on the vehicle.

28 (2) A dealer or an agent or employee of a dealer may enter into an
29 agreement with a buyer of a vehicle to compensate the buyer in exchange for the buyer's

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1 consent to the placement on the vehicle of an insignia, logo, or other plate that advertises
2 the name of the dealer.

3 (3) If a dealer or an agent or employee of a dealer places an insignia, logo,
4 or other plate that advertises the name of the dealer without obtaining a buyer's consent,
5 the dealer shall, at the request of the buyer, remove the advertising and make all repairs
6 necessary to restore the vehicle to its original appearance at no charge to the buyer.

7 (E) A DEALER OR AN AGENT OR EMPLOYEE OF A DEALER MAY NOT
8 ADVERTISE A REBATE, DISCOUNT, OR SALE UNLESS THE REBATE, DISCOUNT, OR
9 SALE IS OFFERED TO ALL PROSPECTIVE BUYERS.

10 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
11 October 1, 1996.