

SENATE BILL 834

R4

5lr3049

By: **Senator Waldstreicher**

Introduced and read first time: January 28, 2025

Assigned to: Judicial Proceedings

A BILL ENTITLED

1 AN ACT concerning

2 **Vehicle Laws – Manufacturers and Dealers – Prices Listed on Dealer Websites**

3 FOR the purpose of providing that a manufacturer, distributor, or factory branch may not
4 take an adverse action against a dealer for disclosing certain information on prices
5 listed on its website; and generally relating to prices listed on dealer websites.

6 BY repealing and reenacting, with amendments,
7 Article – Transportation
8 Section 15–207(h)
9 Annotated Code of Maryland
10 (2020 Replacement Volume and 2024 Supplement)

11 BY repealing and reenacting, without amendments,
12 Article – Transportation
13 Section 15–313(a) and (b)
14 Annotated Code of Maryland
15 (2020 Replacement Volume and 2024 Supplement)

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

18 **Article – Transportation**

19 15–207.

20 (h) (1) (i) Any consumer rebates, dealer incentives, price or interest rate
21 reductions, or finance terms that a manufacturer, distributor, or factory branch offers or
22 advertises, or allows its dealers to offer or advertise, shall be offered to all dealers of the
23 same line make.

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 (ii) Any manufacturer, distributor, or factory branch that denies the
2 benefit of any consumer rebates, dealer incentives, price or interest rate reductions, or
3 finance terms to a dealer on the basis that the dealer failed to comply with performance
4 standards has the burden of proving that the performance standards comply with the
5 provisions of this section.

6 (2) Unless a dealer violates a State or local law intended to protect the
7 public, a manufacturer, distributor, or factory branch may not:

8 (i) Require a dealer to alter or replace an existing dealership
9 facility; or

10 (ii) Deny, or threaten to deny, any benefit generally available to all
11 dealers for a dealer's failure to alter or replace an existing dealership facility.

12 **(3) UNLESS A DEALER VIOLATES § 15-313(A) OR (B) OF THIS TITLE**
13 **OR A STATE OR LOCAL LAW INTENDED TO PROTECT THE PUBLIC, A MANUFACTURER,**
14 **DISTRIBUTOR, OR FACTORY BRANCH MAY NOT TAKE AN ADVERSE ACTION AGAINST**
15 **A DEALER FOR DISCLOSING ON ITS WEBSITE THAT THE ADVERTISED PRICE OF A**
16 **VEHICLE IS THE MANUFACTURER'S MINIMUM ALLOWABLE ADVERTISED PRICE AND**
17 **THAT THE DEALER MAY OFFER A LOWER PRICE FOR THE VEHICLE.**

18 **[(3)] (4)** A manufacturer, distributor, or factory branch may not reduce
19 the price of a motor vehicle charged to a dealer or provide different financing terms to a
20 dealer in exchange for the dealer's agreement to:

21 (i) Maintain an exclusive sales or service facility;

22 (ii) Build or alter a sales or service facility; or

23 (iii) Participate in a floor plan or other financing arrangement.

24 **(5) NOTHING IN THIS SUBSECTION PROHIBITS A MANUFACTURER,**
25 **DISTRIBUTOR, OR FACTORY BRANCH FROM REQUIRING ALL DEALERS TO INCLUDE**
26 **FREIGHT OR DEALER PROCESSING CHARGES IN THE PRICES LISTED ON A DEALER'S**
27 **WEBSITE.**

28 15-313.

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

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

1 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
2 October 1, 2025.