

Chapter 770

**(House Bill 306)**

AN ACT concerning

**Vehicle Laws – Manufacturers and Dealers – Prices Listed on Dealer Websites  
(Jack Fitzgerald Price Transparency Act)**

FOR the purpose of prohibiting a manufacturer, distributor, or factory branch from taking an adverse action against a dealer for disclosing certain information on prices listed on its website; and generally relating to prices listed on dealer websites.

BY repealing and reenacting, with amendments,  
Article – Transportation  
Section 15–207(h)  
Annotated Code of Maryland  
(2020 Replacement Volume and 2025 Supplement)

BY repealing and reenacting, without amendments,  
Article – Transportation  
Section 15–313(a) and (b)  
Annotated Code of Maryland  
(2020 Replacement Volume and 2025 Supplement)

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

**Article – Transportation**

15–207.

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

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

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

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

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

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

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

- (i) Maintain an exclusive sales or service facility;
- (ii) Build or alter a sales or service facility; or
- (iii) Participate in a floor plan or other financing arrangement.

15-313.

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

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

SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect October 1, 2026.

**Approved by the Governor, May 26, 2026.**