

Department of Legislative Services
Maryland General Assembly
2026 Session

FISCAL AND POLICY NOTE
First Reader

Senate Bill 297

(Senator Waldstreicher)

Judicial Proceedings

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

This bill prohibits a manufacturer, distributor, or factory branch from taking an adverse action against a dealer for disclosing on the dealer's 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. This does not apply to situations in which a dealer violates existing prohibitions related to deceptive advertising practices, advertising a vehicle without the intent to sell the vehicle as advertised, or a State or local law intended to protect the public.

Fiscal Summary

State Effect: The bill does not materially affect State finances or operations.

Local Effect: The bill does not materially affect local government finances or operations.

Small Business Effect: Minimal.

Analysis

Current Law: A motor vehicle manufacturer, distributor, or factory branch must be licensed by the Motor Vehicle Administration (MVA) in order to, among other things, transfer new vehicles and conduct business in new vehicles in Maryland. Likewise, a person may not conduct the business of a dealer unless licensed by MVA.

Coercion of Vehicle Dealers

In general, a manufacturer, distributor, or factory branch (whether directly or through an agent, employee, affiliate, or representative) may not coerce any dealer to make any agreement with the manufacturer, distributor, or factory branch (or their agent, employee, affiliate, or representative). “Coerce” means to compel (or attempt to compel) by threat of harm, breach of contract, or other adverse action or consequences (including the loss of any incentive or other benefit made available to other dealers of the same line make in the State). “Coerce” also includes to act in a manner that violates the general requirement that a manufacturer, distributor, or factory branch (whether directly or through an agent, employee, or representative) act in good faith. However, “coerce” does not encompass arguing, urging, recommending, or persuading.

Equal Offering of Incentives to Dealers of Same Line Make

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 dealer to offer or advertise, must be offered to all dealers of the same line make. Any manufacturer, distributor, or factory branch that denies these benefits 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 State law.

Unless a dealer violates a State or local law intended to protect the public, a manufacturer, distributor, or factory branch may not (1) require a dealer to alter or replace an existing dealership facility or (2) 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.

Prohibited Advertising Practices

A dealer (or an agent or employee of a dealer) may not (1) use any advertisement that is in any way false, deceptive, or misleading or (2) advertise or offer by any means to the public any vehicle without intent to sell it as advertised or offered. A person convicted of violating these requirements is subject to imprisonment for up to two months and/or a fine of up to \$500.

Additional Information

Recent Prior Introductions: Similar legislation has been introduced within the last three years. See SB 834 of 2025.

Designated Cross File: HB 306 (Delegates Qi and Hill) - Economic Matters.

Information Source(s): Maryland Department of Transportation; Department of Legislative Services

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sj/aad

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