



Letter of Information

House Bill 344 – Business Regulation – Sale of Motor Fuel – Pricing Signage *Economic Matters Committee* *February 11, 2026*

The Comptroller of Maryland is respectfully submitting this letter of information regarding House Bill 344 – Business Regulation – Sale of Motor Fuel – Pricing Signage. HB344 alters the requirements for motor fuel signage to indicate that the standard price, defined as the offering price available to all customers without conditions, must be the price most prominently displayed.

The Comptroller of Maryland's field enforcement bureau (FEB) is responsible for the enforcement of the signage requirements for the sale of motor fuel. Under the current law, if the price for credit and debit sales of motor fuel is higher than the price for cash sales, retail service stations are required to have a sign that displays the credit and debit price and that meets all signage requirements under § 10-315 of the Business Regulation Article. These requirements specify the size and uniformity of the numerals but otherwise do not provide limitations on the types of signs that may be used. Therefore, FEB's officers have determined that non-illuminated "A-frame" signs that meet the size and uniformity requirements of § 10-315 do not constitute a violation of the Business Regulation Article, even if they are less prominent than the illuminated signs advertising cash-only prices. In addition, § 10-315 includes no provisions for the display of other discounted prices, such as membership discounts or discounts that require the purchase of a car wash.

HB344 explicitly states that any discounted price for the sale of motor fuel that is dependent on certain conditions being met, such as cash payment or the purchase of a car wash, may not be displayed more prominently than the standard price. If the intent of the legislature is to prevent retail service stations from using less visible alternate signage to comply with the requirements of B.R. § 10-315 and to apply these provisions to all alternative pricing, HB344 provides important clarification for our FEB officers.

We would like to thank the bill sponsors for working with our office on this issue and including sponsor amendments that make the process for issuing violations consistent with other violations of Title 10 of the Business Regulations Article.

Thank you. If you have any questions, please reach out to Matthew Dudzic, Director of State Affairs, at MDudzic@marylandtaxes.gov.

