



## **Minnesota Automotive Advertising Standards**

May 2026

MADA and GMADA partnered with the prominent national law firm, Lathrop GPM, to rebuild and relaunch the Minnesota Automobile Dealer Advertising Review Program. Lathrop lawyers and staff will take on the day to day operation of the Program which includes accepting and addressing dealer advertising complaints, pre-approving dealer ads and if required issuing Strike letters as provided in the 3-Strike enforcement progression.

The Advertising Steering Committee, which is a volunteer group of interested dealers, continues to oversee the Program. The Steering Committee is charged with creating and changing the Minnesota Dealer Advertising Standards as necessary to respond to new advertising challenges. The Committee can also meet to consider an ongoing enforcement action and offer member dealers an opportunity to defend their ad before any final action is taken under the 3-Strike progression.

Lathrop will respond to alleged violations of the Advertising Standards when a competitor initiates a complaint. Lathrop will not seek out potential violations on its own. Challenging violations will be entirely complaint driven.

Preapproval continues to be an important feature of the Program. Rather than risking violating the Standards, dealers have taken advantage of this popular feature. Many of the Standards require or allow very specific disclosures for particular types of advertising. These disclosures can be complicated both in terms of the words to be disclosed and the manner in which the disclosure must be made. Lathrop will work with dealers to preapprove ads under the new Program.

For further information, please contact: David Archer at Lathrop. David expects all communications involving the Program to be conducted via email. His email: [david.archer@lathropgpm.com](mailto:david.archer@lathropgpm.com)

## INTRODUCTION

The Minnesota Automotive Advertising Standards set forth certain basic principles in advertising the sale and lease of new and used automobiles and trucks. The Standards apply to advertisements in all media.

The foundation for the Standards lies in certain basic principles of the Better Business Bureau "Code of Advertising."

- a. The primary responsibility for truthful and non-deceptive advertising rests with the advertiser. Advertisers should be prepared to substantiate any objective claims or offers made before publication or broadcast.
- b. Advertisements which are untrue, misleading, deceptive, fraudulent, falsely disparaging competitors, or insincere offers to sell, shall not be used.
- c. An advertisement as a whole may be misleading by implication, although every sentence separately considered may be literally true.
- d. Misrepresentation may result not only from direct statements, but by omitting or obscuring a material fact.

Advertisers, advertising agencies and the media should also be sure they comply with federal, state, and local laws and regulations as they relate to advertising and selling practices, including licensing requirements where applicable.

## MINNESOTA STANDARDS

**1. Availability of Vehicles.** A specific vehicle advertised for sale shall be in the possession of the advertiser and willingly shown and sold, as advertised, illustrated, or described at the advertised price and terms. Or, it should be available for order, with delivery guaranteed within a reasonable period of time. If a vehicle is available only by order, this condition must be clearly and conspicuously disclosed.

If a dealer advertises a price or special terms for a new vehicle, the identical price and terms must be available on all similarly equipped new vehicles of the same make and model offered for sale by the advertiser unless otherwise clearly and conspicuously disclosed in immediate conjunction with the price or special term reference, i.e. "3 only at this price."

If a dealer advertises a new vehicle and has insufficient similarly equipped vehicles to meet reasonably anticipated demand at the advertised price and terms, the dealer must specify the number of so similarly equipped vehicles in immediate conjunction with the special advertised price or terms. For example, the phrase, "3 only at this price" could be placed next to the advertised price.

A dealer may not place an ad for a new vehicle or fail to take reasonable steps to rescind placement of an ad for a new vehicle if the dealer knows or should know that the available supply of similarly equipped vehicles will be depleted by the time the ad appears.

**2. Inclusion In Price, All-In Pricing and Add-Ons.** When the price of a vehicle is advertised in a local medium, the vehicle shall be fully identified as to year, make, and model. In addition, the most prominent reference to an advertised price must include all charges which the customer must pay for the vehicle including, but not limited to, “document administration fee” (or “doc fee”), “freight” or “destination charges,” “dealer preparation,” “dealer handling,” “additional dealer profit,” “additional dealer margin,” “undercoating or rustproofing,” “flashing brake lights,” “clear coating or ceramic coating,” “window tint,” and “paint protection film” if the vehicle is already so equipped, and any other dealer-added fee or charge for any other add-on, accessory, product, or service that is required for purchase or that has been pre-installed on the vehicle. The advertised price need not include state and local taxes, tags, or registration and title fees. A dealer must clearly and conspicuously disclose the amount of its doc fee in the advertisement, either by itemizing the doc fee or including the amount in a clear and conspicuous disclosure or disclaimer, to enable verification that the advertised price includes the doc fee. If a dealer does not charge a doc fee, the advertisement must clearly and conspicuously disclose that the doc fee is \$0.

The advertised price may exclude the charges or fees for any dealer add-on, accessory, product or service if it is truly optional. For purposes of this section, an item is “truly optional” only if: (i) it is not pre-installed on the vehicle or, if pre-installed, can be readily removed prior to sale without cost, delay, or inconvenience to the customer, and without requiring the customer to take additional steps beyond a simple request; (ii) the customer is clearly and conspicuously informed, prior to purchase, that the item is optional and not required to purchase or finance the vehicle; (iii) the advertised price is available without the item; and (iv) the dealer does not represent, imply, or otherwise condition the sale, financing, or availability of the vehicle on the purchase of the item. This optional add-on exception does not apply to any fees or charges that must be included in the advertised price, including, but not limited to, the doc fee “freight” or “destination charges,” or “dealer preparation,” “dealer handling,” “additional dealer profit,” and/or “additional dealer margin” fees or charges.



## Examples of All-In Price Advertising



**Note:** Examples assume \$30,000 MSRP, \$3,000 dealer discount (available to all), and \$350 doc fee

**Acceptable**

### 2016 Pontiac Sunbird



MSRP: \$30,000  
Dealer Discount: \$3,000  
Doc Fee: \$350

Price: **\$27,350**

Tax, title & license extra

**Unacceptable**

### 2016 Pontiac Sunbird



MSRP: \$30,000  
Dealer Discount: \$3,000

Price: **\$27,000**

Tax, title, license, and \$350 doc fee extra

**Acceptable**

### 2016 Pontiac Sunbird



MSRP: \$30,000  
Dealer Discount: \$3,000

Price: **\$27,350\***

\*Includes \$350 doc fee  
Tax, title & license extra

**Unacceptable**

### 2016 Pontiac Sunbird



MSRP: \$30,000  
Dealer Discount: \$3,000

Price: **\$27,000**  
**+\$350 Doc Fee**

Tax, title & license extra

**Examples of All-In Lease Payment Advertising**  
*(Assumes dealer charges a \$250 doc fee)*

**Acceptable**

2016 Pontiac Sunbird

Lease for **\$199** a month!

36 months, 12,000 miles per year. \$1,250 due at signing plus tax, title & license. Amount due at signing includes a \$250 doc fee. No Security Deposit.

**Unacceptable**

2016 Pontiac Sunbird

Lease for **\$199** a month!

36 months, 12,000 miles per year. \$1,000 due at signing plus tax, title, license, and doc fee. No Security Deposit.

**Acceptable**

2016 Pontiac Sunbird

Lease for **\$206** a month!

36 months, 12,000 miles per year. \$1,000 due at signing plus tax, title & license. The monthly payment includes a \$250 document fee that is included in the lease and spread over the term. No Security Deposit.

**Unacceptable**

2016 Pontiac Sunbird

Lease for **\$199** a month!

36 months, 12,000 miles per year. \$1,000 due at signing plus tax, title & license. \$250 document fee additional. Monthly payment excludes document fee. No Security Deposit.

**3. Conditional Pricing, Payment and Eligibility Disclosures.** The most prominent reference to an advertised price or savings must be one available to all customers without condition.

The most prominent reference to an advertised monthly finance or lease payment must be the amount calculated from the vehicle price available to all customers without condition other than being creditworthy and entering into the finance or lease transaction.

The prominent price or savings may reflect rebates and discounts available to all consumers (e.g., factory cash, dealer discount), but must not reflect “conditional” rebates and discounts available only to some consumers, including (but not limited to) college grad, military, conquest, loyalty, trade-in bonuses, and finance bonuses except as described below.

A manufacturer offer that provides alternative incentives (e.g., receive free electric vehicle charger with purchase or receive \$2,000 discount on sale price) may have the monetary discount reflected in the prominent price if all of the following apply:

- a. The alternative incentive is offered to all consumers;
- b. The manufacturer offer amount is separately stated and clearly distinguishable from non-conditional incentives and savings; and
- c. The non-monetary alternative is clearly and conspicuously disclosed in immediate conjunction with the prominent price or savings.

A finance bonus (incentive) may be reflected in the prominent price or savings if all of the following apply:

- a. The advertised vehicle is new;
- b. The incentive is offered for installment sales financing - not lease financing;
- c. The incentive is offered by a motor vehicle manufacturer or its recognized retail finance subsidiary (versus at the dealership level);
- d. The incentive is generally available to consumers of average creditworthiness;
- e. The finance incentive savings amount is separately stated and clearly distinguishable from non-conditional incentives and savings; and
- f. The requirement to finance and an available Annual Percentage Rate (APR) is clearly and conspicuously disclosed in immediate conjunction with the prominent price or savings.

The prominent monthly finance or lease payment may reflect finance incentives associated with the credit or lease offer (e.g., manufacturer / dealer finance bonus, lease cash) and may also reflect manufacturer alternative incentives, but must not reflect other conditional rebates and discounts referenced above (e.g., college graduate, or loyalty).

If referencing conditional discounts or presenting a “secondary” price available only by qualifying for conditional discounts, all essential requirements must be clearly and

conspicuously disclosed in immediate conjunction with the secondary price or conditional discount. The disclosure must be made in a manner and with sufficient detail for a reasonable consumer to determine his or her eligibility for that price or discount. The secondary price must not be more prominent than the price available to all consumers.

## Examples of Conditional Price Advertising (Print or Display Ads)

Note: Examples assume \$29,999 MSRP, \$3,000 dealer discount (available to all), \$2,000 GM Rebate (available to all) and \$1,000 Trade-In Bonus (must trade in a 2008 or newer vehicle)

### Acceptable

2016 Pontiac Sunbird

MSRP: \$29,999

GM Rebate: \$2,000

Dealer Discount: \$3,000

Price: **\$24,999**

AARP Member Price: \$23,999

Tax, title & license extra. Price includes \$200 doc fee.  
Rebates to dealer

### Unacceptable

2016 Pontiac Sunbird

MSRP: \$29,999

GM Rebate: \$2,000

Dealer Discount: \$3,000

AARP Discount: \$1,000

Price: **\$23,999**

Tax, title & license extra. Price includes \$200 doc fee.  
Rebates to dealer

### Acceptable

2016 Pontiac Sunbird

MSRP: \$29,999

GM Rebate: \$2,000

Dealer Discount: \$3,000

Price: **\$24,999**

-\$1,000 Trade-In Bonus! \$23,999

Tax, title & license extra. Price includes \$200 doc fee.  
Rebates to dealer; must trade 2008 or newer for trade bonus

### Unacceptable

2016 Pontiac Sunbird

Price: **\$23,999**

Tax, title & license extra. Price includes \$200 doc fee.  
Rebates to dealer; includes trade bonus for trading 2008 or newer

## Examples of Conditional Payment Advertising (Print or Display Ads)

<b>Acceptable</b>	<b>Unacceptable</b>
<p>2016 Pontiac Sunbird</p> <p>Finance for <b>\$377</b> /Month</p> <p style="font-size: small;">5% APR \$4000 Down for 60 Months. \$225 doc fee included in down payment. Payment includes \$1000 finance assistance from Aly Financial. On Approved Credit. Tax, title &amp; license extra</p>	<p>2016 Pontiac Sunbird</p> <p>Finance for <b>\$359</b> /Month</p> <p style="font-size: small;">5% APR \$4000 Down for 60 Months. \$225 doc fee included in down payment. Payment includes \$1000 finance assistance from Aly Financial and \$1000 trade bonus for trading 2008 or newer vehicle. On Approved Credit. Tax, title &amp; license extra</p>

## Examples of Conditional Lease Payment Advertising (Print or Display Ads)

<b>Acceptable</b>	<b>Unacceptable</b>
<p>2016 Pontiac Sunbird</p> <p>Lease for <b>\$199</b> a month!</p> <p>You might also qualify for \$500 Pontiac lease loyalty – see dealer for details!</p> <p style="font-size: small;">36 months, 12,000 miles per year. \$1,000 due at signing plus tax, title &amp; license. \$225 doc fee included in amount due at signing. No Security Deposit</p>	<p>2016 Pontiac Sunbird</p> <p>Lease for <b>\$185</b> a month!</p> <p style="font-size: small;">36 months, 12,000 miles per year. \$1,000 due at signing plus tax, title &amp; license. \$225 doc fee included in amount due at signing. No Security Deposit. Includes \$500 Pontiac lease loyalty</p>

## Examples of Conditional Price Advertising (Website Listings)

Examples assume \$29,999 MSRP, \$3,000 dealer discount (available to all), \$2,000 GM Rebate (available to all), and \$1,000 Trade-In Bonus (must trade in a 2008 or newer vehicle)

### Acceptable - Independent Search Site

#### Price

\$30,000 or less (7)

\$35,000 or less (50)

\$40,000 or less (69)

#### Mileage

15,000 or less (71)

#### Specials

Recent Price Drop (12)

#### Trim

Select Multiple

Sunbird LE (27)

Sunbird SE (16)

Get a Quote Now



#### 2016 Pontiac Sunbird SE


- Jazz Blue Pearlcoat
- RWD
- V6 3.6L
- Sedan

NEW  1  5

Great car at a great price! Save an add'l \$1,000 with our Trade-In Bonus! (Must trade 2008 or newer.)

You'll be hard pressed to find a better car than this

[...Read More](#)

**\$24,999** 

\$29,999 MSRP

\$5,000 savings

Brooklyn Park, MN

55445

23 Mi. Away

[Email Seller](#)

800-646-6222

\*Price includes \$300 doc fee. Tax, title & license extra.

Price 'pushed' to website includes only rebates / discounts available to all. Secondary reference to Trade-In Bonus includes clear and conspicuous disclosure, without need to click through link.

## Unacceptable - Independent Search Site

### Price

\$30,000 or less (7)  
 \$35,000 or less (50)  
 \$40,000 or less (69)

### Mileage

15,000 or less (71)

### Specials

Recent Price Drop (12)

### Trim

Select Multiple  
 Sunbird LE (27)  
 Sunbird SE (16)

Get a Quote Now



NEW 1 5

### 2016 Pontiac Sunbird SE

- Jazz Blue Pearlcoat
- RWD
- V6 3.6L
- Sedan

**\$23,999** ↓

\$29,999 MSRP

\$6,000 savings

Brooklyn Park, MN

55445

23 Mi. Away

Email Seller

800-646-6222

Great car at a great price! Price includes \$1,000 Trade-In Bonus. (Must trade '08 or newer.)

You'll be hard pressed to find a better car than this

...Read More

\*Price includes \$300 doc fee. Tax, title & license extra.

Price 'pushed' to website includes \$1,000 Trade-In Bonus. Disclosures are in close conjunction with price, but as the prominent price is not available "without condition," listing violates updated standard.

## Acceptable - Individual Dealer Site

Sort by

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### 2016 Pontiac Sunbird SE



Watch Video

Engine: 2.0L 4 Cylinder  
 Transmission: CVT  
 EPA-Est MPG<sup>8</sup>: 40/36  
 Exterior Color: Magnetic  
 Interior Color: Charcoal Black  
 Stock #: 161139  
 Vehicle Status: In Stock  
 VIN: 1FADP5CU4GL10653

\*Price includes \$300 doc fee. Tax, title & license extra.

MSRP \$29,999

Dealer Discount -\$3,000

GM Rebates -\$2,000

Price: **\$24,999**

Get ePrice

View Window Sticker

Manufacturer Offers<sup>10</sup>:

[Retail Customer Cash](#)

Compare

View Details

Inventory page listings include only rebates / discounts available to all. Secondary reference to price with \$1,000 Trade-In Bonus made in text on Vehicle Details Page, with appropriate disclosures.


**Unacceptable** - Individual Dealer Site

*Inventory page listing has factored in \$1,000 Trade-In Bonus, but most prominent price is not available "without condition."*

**Acceptable** - Individual Dealer site (with secondary price reference)

Sort by  Page 1 of 10 [Next](#)

### 2016 Pontiac Sunbird SE



Engine: 2.0L 4 Cylinder  
Transmission: CVT  
\*Price includes \$300 doc fee. Tax, title & license extra.  
Exterior Color: **Magnetic**  
Interior Color: **Charcoal Black**  
Stock #: 161139  
Vehicle Status: **In Stock**  
VIN: 1FADP5CU4GL10653

MSRP \$29,999  
Dealer Discount -\$3,000  
GM Rebates -\$2,000  
-----  
Price: **\$24,999**  
Trade-In Bonus: -\$1,000  
-----  
As low as: \$23,999

Must trade 2008 or newer for Trade-In Bonus.

Manufacturer Offers<sup>10</sup>:  
[Retail Customer Cash](#)

Compare

*Listing incorporates secondary price reference, but most prominent price is available unconditionally. Disclosure for Trade-In Bonus is clear, conspicuous, and in immediate conjunction with \$1,000 discount.*

**Unacceptable** - Individual Dealer Site (with secondary price reference)


*Most prominent \$23,999 price not available "without condition," as it includes \$1,000 Trade-In Bonus.*

**Acceptable** - Individual Dealer Site ( with manufacturer finance cash in prominent price)

332 Vehicles matching: All Listings

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### 2016 Pontiac Sunbird SE



Engine:	2.0L 4 Cylinder	MSRP	\$29,999
Transmission:	CVT	Dealer discount	-\$2,000
EPA-Est MPG <sup>9</sup> :	40/36	Rebates to all	-\$2,000
Exterior Color:	Magnetic	GM Finance Cash*	-\$1,000
Interior Color:	Charcoal Black		
Stock #:	161139		
Vehicle Status:	In Stock	Sale Price	<b>\$24,999</b>
VIN:	1FADP5CU4GL10653	Trade-in bonus**	-\$1,000

\* Must finance with GM; APR as low as 2.9% OAC As Low As: \$23,999  
 \*\* Must trade in 2010 or newer w / under 75K miles

[Manufacturer Offers<sup>10</sup>:](#)  
[Retail Customer Cash](#)

[Get ePrice](#)  
[View Window Sticker](#)

Sale Price includes \$275 doc fee. Tax, title & license extra.

Compare [View Details](#)


*Manufacturer finance cash broken out from other rebates, with “must finance” disclaimer and available APR in immediate conjunction. Disclosure for trade bonus clear, conspicuous, and in immediate conjunction with additional \$1,000 discount.*

**Unacceptable** - Individual Dealer Site (with manufacturer finance cash in prominent price)

332 Vehicles matching: All Listings

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### 2016 Pontiac Sunbird SE



Engine:	2.0L 4 Cylinder	MSRP	\$29,999
Transmission:	CVT	Dealer discount	-\$2,000
EPA-Est MPG <sup>9</sup> :	40/36	Rebates*	-\$3,000
Exterior Color:	Magnetic		
Interior Color:	Charcoal Black		
Stock #:	161139		
Vehicle Status:	In Stock	Sale Price	<b>\$24,999</b>
VIN:	1FADP5CU4GL10653	Trade-in bonus**	-\$1,000

\* Must finance with GM; APR as low as 2.9% OAC As Low As: \$23,999  
 \*\* Must trade in 2010 or newer w / under 75K miles

[Manufacturer Offers<sup>10</sup>:](#)  
[Retail Customer Cash](#)

[Get ePrice](#)  
[View Window Sticker](#)

Sale Price includes \$275 doc fee. Tax, title & license extra.

Compare [View Details](#)

*Though disclaimer notes “must finance” requirement, finance cash not broken out from other rebates – i.e., consumer unable to see amount of finance cash / how much of \$3,000 total rebates requires financing through manufacturer.*

**4. Minimum Trade-In Allowances.** Since the amount of trade-in allowance will vary depending on the condition, model, and age of a buyer's vehicle, no specific trade-in amount or range of amounts shall be used in advertising.

**5. Disclosure of Material Facts.** When certain types of vehicles and transactions are advertised, either in print or electronic media, this standard requires disclosure of certain material facts. Any such disclosure must be made in a clear and conspicuous manner to minimize the possibility of misunderstanding by the audience. Factors to be taken into consideration include, but are not limited to, ad layout, headlines, illustrations, type size, contrast, crawl speed and editing. Commonly known abbreviations may be used in advertising, however, those not generally known shall be avoided.

An asterisk may be used to give additional information about a word or term. However, asterisks or other reference symbols should not be used as a means of contradicting or substantially changing the meaning of any advertised statements.

- a. Used Vehicles** - Vehicles of the current and one preceding model year which are "used" shall be clearly and conspicuously identified as such in immediate conjunction with the model, model year or price designation contained in the ad. The term "rental return" is sufficient identification of used vehicle status.
- b. Branded Titles and Defects** - Any advertisement for a vehicle with salvage history, buyback history, branded title, frame damage, defective core support or faulty airbag shall clearly and conspicuously disclose the brand, history or defect in immediate conjunction with the model, model year or price designation of the advertised vehicle.
- c. New Vehicles** - A vehicle may not be advertised as "new" if:
  - i.** it has been driven more than the limited use necessary in moving or road testing prior to delivery to a consumer; or
  - ii.** has less than the full period of the original new vehicle factory warranty remaining.

**6. Invoice or Cost Ads.** This standard recognizes that the public is entitled to believe that the terms "invoice", "cost" and similar terms mean "net cost" without qualification.

The terms "invoice", "factory invoice" or "dealer invoice" shall not be used as a reference price (such as "\$100 over invoice") unless the invoice price is the actual net cost to the dealer, or unless the amount shown relating to the reference price is the maximum total of all dealer holdback, advertising rebates, incentives, rebates or other costs not directly associated with the price of the vehicle as delivered to the dealer and the amount advertised over invoice.

The term "cost", "dealer cost", or other similar terms shall not be used as a reference price unless it reflects the actual net cost to the dealer. "Actual net cost" equals invoice cost less the maximum total of all dealer holdback, advertising rebates, incentives, rebates or other costs not directly associated with the price of the vehicle as delivered to the dealer.

Examples:    \$599 Over Invoice

## \$650 Over Cost

Because these prices reflect actual net cost, no further qualification is required in advertising.

### 7. Advertising Credit and Lease Terms.

#### Credit Advertisements

When advertising consumer credit terms, the Annual Percentage Rate, "APR", may be stated alone without disclosing other terms of credit.

**Triggering Terms.** However, if any of these five terms are used, additional disclosures are required:

- a. The amount of any finance charge;
- b. The amount of the down payment expressed as a percentage or dollar amount;
- c. The amount of any payment expressed as a percentage or dollar amount;
- d. The number of payments; or
- e. The period of repayment (i.e. the total time required to repay).

**Triggered Disclosures.** If a closed-end credit ad contains a triggering term, all of the following disclosures must be made.

- a. The amount or percentage of the down payment;
- b. The terms of repayment; Repayment terms can be expressed by the exact repayment schedule or in a variety of ways. For example, a dealer who offers a loan might advertise terms: "48 monthly payments of \$25 per \$1000 borrowed."; and
- c. The "annual percentage rate"

#### Lease Advertisements

**Advertising Covered.** Any message that invites, offers or announces to the public the availability of a consumer lease, whether in visual, oral or print (including electronic) media is covered. That includes:

- a. Messages in newspapers, magazines, leaflets, catalogs, and fliers;
- b. Messages on radio, television and public address systems;
- c. Direct mail;
- d. Telephone solicitations;
- e. Signs or displays; and
- f. Online information and the Internet.

**Clear and conspicuous disclosures.** The required disclosures in your ad must be reasonably understandable. That is, consumers must be able to see and read or hear, and understand, the information. Many factors, including the size, duration and location of the required disclosures, and the background or other information in the ad, can affect whether

the information is clear and conspicuous. This requirement applies to all mandatory disclosures, including those offered through a toll-free (or collect or local) telephone number.

### **Terms that trigger additional lease disclosures.**

- a. A statement of any capitalized cost reduction or other payment required before or at lease consummation, or by delivery if delivery takes place after consummation, or that no payment is required; or
- b. The amount of any payment.

**If a triggering term is used**, the ad must include these disclosures clearly and conspicuously:

- a. That the transaction advertised is a lease;
- b. The total amount due before or at consummation, or by delivery if delivery takes place after consummation;
- c. The number, amounts and due dates or periods of scheduled payments under the lease;
- d. Whether or not a security deposit is required; and
- e. In leases where the consumer's liability is based on the difference between the property's residual value and its realized value at the end of the lease term, that an extra charge may be imposed at the end of the lease term.

### **Rules that apply to the total amount due at consummation or delivery.**

- a. The total amount due at consummation or delivery must be stated and must include all mandatory dealer fees, including the "document administrative fee" (or "doc fee"). If the total amount due at consummation or delivery is stated as "\$0," "zero due at signing," or similar, the dealer must ensure that no amounts are due from the customer at consummation or delivery other than amounts permitted to be excluded under subsection (c), and any mandatory dealer charges and/or fees must be included in the advertised periodic payment. The dealer must clearly and conspicuously disclose the amount of any doc fee in the advertisement by including the amount in a clear and conspicuous disclosure or disclaimer to enable verification that the amount is due at signing or, if applicable, included in and reflected by the advertised monthly payment. If a dealer does not charge a doc fee, the advertisement must clearly and conspicuously disclose that the doc fee is \$0. If the dealer also chooses to itemize the total amount due at consummation or delivery, the total amount due at consummation or delivery must still be clear and conspicuous, that is, readable and understandable to consumers.
- b. Except for the periodic payment, any positive or negative reference to a charge that is part of the total amount due at consummation or delivery cannot be more prominent than the total amount due at consummation or delivery.
- c. If third-party fees that vary by state or locality - such as taxes, license or registration - are involved, any ad may give a total amount due at consummation or delivery

including the fees based on a particular state or locality while explaining that fact and the fact that such fees vary by state or locality or, exclude the fees from the total amount due at consummation or delivery but disclose that fact. The disclosures about third-party fees also must be clear and conspicuous.

**Special options for radio and TV lease ads.** The triggering terms and required disclosures described above apply to all lease ads. But, if radio or TV ads refer clearly and conspicuously to a toll-free (or collect or local) phone number through which consumers can obtain the required lease information, and if the dealer follows certain procedures, the dealer can somewhat limit the information provided in your radio or TV ad. To use this approach, your radio or TV ad still must clearly and conspicuously state:

- a. That the transaction advertised is a lease;
- b. The total amount due before or at consummation, or by delivery if delivery occurs after consummation; and
- c. The number, amounts, and due dates or periods of scheduled payments under the lease.

Your radio or TV ad also must clearly and conspicuously indicate that consumers can get all the required disclosures through the toll-free (or collect or local) phone number or print ad. Your radio or TV ad also must include the publication's name and date.

**Lease Interest Rate Disclosure.** Until a generally accepted standard is adopted for motor vehicle lease interest rate calculation and comparison, no advertisement to promote a motor vehicle lease may refer to lease interest, lease interest rate, lease interest factor, cost of money factor or similar terms.

Acceptable Credit Advertisement:

2016 Pontiac Sunbird for \$289 per month

\$1500 down. 36 monthly payments. 6% APR. Down payment includes \$350 Document Fee. Tax, Title, and License not included. On Approved Credit

Acceptable Lease Advertisements:

Print Lease Ad - 2016 Pontiac Sunbird

\$1500 due at lease signing. Lease for \$445 per month for 48 months. No security deposit. 15,000 annual miles. Amount due at signing includes \$350 Document Fee. Plus Tax, Title, and License. On Approved Credit

Radio Lease Ad – Stop by Spectacular Motors! We have 30 Pontiac Sunbirds available for lease! \$1500 due at lease signing and only \$445 a month for 48 months!  
Call 888-111-1234 for additional details about this lease offer!

**8. Rebate Offers.** The terms "rebate", "cash rebate", or similar terms may be used only when payment of money will be made by the retailer or manufacturer to a purchaser after the sale, and the advertising should make clear who is making the payment. See Standard 3 for possible additional disclosures.

**9. Free Offer.** The word "free" may be used in advertising whenever the advertiser is offering an unconditional gift. If receipt of the "free" merchandise or service is conditional on a purchase:

- a. The normal price of the merchandise or service to be purchased must not have been increased nor its quantity or quality reduced. A "normal price" is not established if vehicles are usually sold at a price negotiated rather than an established regular (normal) price;
- b. The advertiser must disclose this condition clearly and conspicuously together with the "free" offer (not by placing an asterisk or symbol next to "free" and referring to the condition(s) in a footnote); and
- c. The "free" offer must be temporary; otherwise, it would become a continuous combination offer, no part of which is free.

**10. Buy-Down Interest Rates.** No buy-down interest rate may be offered if any of the costs of securing the buy-down are passed onto the customer in any way.

**11. Price Equaling.** An advertisement which expresses a policy of matching or bettering competitors' prices should fully disclose any conditions which apply and specify what evidence a consumer must present to take advantage of the offer. Such evidence should not place an unreasonable burden on the consumer such as producing a signed contract from another dealer or requiring the consumer to find a vehicle with such identical features that the possibility of doing so is highly unlikely.

**12. Origin or Prior Use of Used Vehicles.** If an ad for a used vehicle of the current and one preceding model year contains any reference to the origin or prior use of the vehicle, the ad must clearly and conspicuously disclose the specific origin or prior use (i.e. rental return, taxicab, etc.) in immediate conjunction with the model, model year or price designation contained in the ad.

**13. One Price Advertising.** "One price," "set price," "no haggle," "fixed price," "firm price," "non-negotiable price" and similar terms shall mean that the dealer will maintain the same non-negotiable prices for all customers for the same vehicles, and that such prices will not change unless a general price adjustment is made for all customers. Other advertised terms, phrases or campaigns may also lead a reasonable customer to believe that the dealership is a one price dealership.

A One Price dealer may not alter or negotiate the vehicle price offered in a particular transaction. Altering a vehicle price includes "reappraising" a trade-in vehicle, changing the terms of sale, or changing vehicle features or options where the effect is to alter the net offered price.

Example of advertising that suggests a one price dealership:

No Hagglng! No Negotiations! The only discussion is which car works best for you!
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**14. Discount Certificates and Coupons.** Advertising may not state that a dealer accepts discount certificates or coupons not issued by a motor vehicle manufacturer as a reduction of the purchase price or as a down payment for a motor vehicle unless the selling price of the advertised vehicle is an established regular price not arrived at through a negotiation.

A discount certificate or coupon, which uses a manufacturer's rebate or other manufacturer incentive as a fulfillment, must clearly and conspicuously disclose the involvement of the manufacturer and any eligibility conditions to obtain the incentive.

**15. Advertiser Identification.** Advertisers may not use motor vehicle manufacturer names or logos on direct mail pieces or other advertisements in any fashion which falsely suggests that the manufacturer is sponsoring or specially recommending a particular sales event or dealer or that the manufacturer is conducting the mailing on behalf of the dealer.

The name and address of each dealer sponsoring a promotion must be clearly and conspicuously disclosed in the advertisement or mailing.

**16. Acquisition Sales.** No advertisement may mislead a consumer about the source or ownership of an advertised vehicle or the true nature of the advertised transaction. For example, a dealer may not advertise an "acquisition sale" or the terms "acquisition fee" or "take over payments" if the ad falsely conveys the impression that a prospective customer would assume the obligations and/or equity of a current seller or owner under an existing credit sale or lease. Since the term "acquisition fee" is associated with lease transactions, it should not be used to describe a "down payment" quoted in a credit sale advertisement.

### **17. Superlative Claims.**

**Subjective** superlative claims are expressions of opinion or personal evaluation. For example, "ABC Motors is your best choice when looking for a new car." Such opinions, statements of corporate pride and promises are considered "puffery" and not subject to test of their truth and accuracy. Subjective superlative statements, which are not misleading, are permitted.

**Objective** superlative claims are statements of fact that can be proved or disproved. For example, "ABC Motors has the largest inventory of used vehicles in Minnesota." Such claims shall not be used unless the advertiser can reasonably substantiate the claim.

Some objective claims may be impossible to reasonable substantiate. For example, "ABC Motors has the lowest prices in Minnesota." Such statements are not permitted.

### **18. Misleading Credit Availability Claims.**

Credit availability claims shall not be used unless true. For example, "ABC Motors can finance everyone – regardless of credit history" may not be used unless consumer credit will be extended to anyone regardless of the person's credit worthiness or financial ability to pay.

Misleading credit availability claims – even though literally true – are not permitted. For example, "All credit applications accepted" may be literally true, but a reasonable consumer may be misled to believe that credit will be extended regardless of their credit worthiness.

It is not permissible for an advertiser to substantiate a credit availability claim with credit offerings in unreasonable amounts or on unreasonable terms. A credit offering is not

reasonably available unless the advertiser is willing to finance at least 1/3 of the purchase price of an offered vehicle.

No advertisement may contain misrepresentations, misleading statements, or create the likelihood of confusion or misunderstanding that an automobile financing offer:

- a. is only available to specified or limited number of consumers, when it is not; or
- b. is available for “THIS WEEK ONLY” or a limited time, when it is not; or
- c. is from or approved by the United States Bankruptcy Court, the State of Minnesota or any other governmental agency or unit. The use of official looking seals, emblems, photos, graphics or other symbols of government that suggest official approval or sponsorship is prohibited.

**19. Dealer Warranties.** If a dealer advertises warranty coverage that provides for less coverage than a typical factory “bumper to bumper” warranty, the advertisement shall clearly and conspicuously disclose the limitation in immediate conjunction with the prominent warranty reference. For example, “All our cars come with a 5-Year Power Train Warranty” - not “All our cars come with a 5-Year Warranty.”

**20. Retired Courtesy Vehicles.** For purposes of these Advertising Standards, “retired courtesy vehicles” include service loaners, courtesy transportation vehicles, and any other vehicles previously made available for temporary consumer use before retail sale that were driven more than the limited use necessary in moving or road testing the vehicle prior to delivery to a consumer.

Dealers must not advertise, describe, or represent any retired courtesy vehicle for sale or lease as a “new” vehicle. Dealers must clearly distinguish any retired courtesy vehicle for sale or lease from new vehicles and disclose and accurately describe its prior use.

On a dealer’s inventory webpage, dealers must not list retired courtesy vehicles as “new.” A dealer must list a retired courtesy vehicle for sale or lease as “used.” Alternatively, dealers may create and use a separate, clearly identified inventory category—such as “Retired Courtesy Vehicles,” “Loaners,” “Courtesy Transportation Program,” or “Service Loaners”—that differentiates these vehicles from new inventory.

This standard also applies to listings that a dealer places on any third-party website, including but not limited to Cars.com and similar platforms. If a third-party website only allows vehicles to be labeled as new or used, the dealer must list retired courtesy vehicles as “used.”

To the extent that a manufacturer exercises exclusive control over a dealer’s inventory feed for retired courtesy vehicles and automatically places them in the new-vehicle section of the dealer’s inventory webpage, the vehicle’s appearance in the new-vehicle section does not violate this Ad Standard. In those situations, the dealer must take all steps within its control

to ensure that an individual vehicle listing that is designated as new by a manufacturer clearly and conspicuously denotes that the vehicle is a retired courtesy vehicle, including by keeping all applicable labels, flags, and descriptive fields regarding its prior use active and accurate.