



State of Louisiana
LOUISIANA MOTOR VEHICLE COMMISSION

Bobby Jindal
Governor

Lessie A. House
Executive Director

May 30, 2014

BULLETIN #B-2014-001

TO: All New Motor Vehicle Manufacturers and Dealers

FROM: L. A. House, Executive Director

RE: Advertising of "Supplier Pricing" and "Supplier Prices"

The staff of the Louisiana Motor Vehicle Commission has noticed a proliferation of the use of the term "supplier pricing" and/or "supplier prices" in the advertising for sale of new motor vehicles to the retail consumer.

Question Presented:

Can a new motor vehicle manufacturer or a new motor vehicle dealer advertise that the retail consumer can obtain "supplier pricing" and/or "supplier prices" in the purchase of a new motor vehicle.

Answer:

The answer is **NO!**

Why?

Rule 757 of the advertising rules and regulations of the Louisiana Motor Vehicle Commission have provided since January 2008, that terms such as "fleet prices," "fleet sales," "suppliers prices," or other terms implying that retail individual customers will be afforded the same price and/or discount as multi-purchase commercial businesses shall not be used in advertising.

As such, a manufacturer or dealer advertising "supplier pricing," "supplier prices," or words of similar import in the offering for sale of new motor vehicles to retail individual consumer is in violation of the laws, rules and regulations of the Louisiana Motor Vehicle Commission and is subject to enforcement action by the Louisiana Motor Vehicle Commission.