



State of Louisiana  
LOUISIANA MOTOR VEHICLE COMMISSION

M. J. "Mike" Foster, Jr.  
Governor

Lessie A. House  
Executive Director

September 15, 2003

**TO: Greater New Orleans New Motor Vehicle Dealer Licensees**

**RE: Static Displays and Auto Shows**

**The Louisiana Motor Vehicle Commission has received a copy of the memorandum dated September 12, 2003 from the Greater New Orleans Dealer Association regarding Auto Show matters.**

**The facts as they pertain to the Louisiana Motor Vehicle Commission are in error. The Commission is very much concerned with auto shows and the display of vehicles away from the licensed dealership.**

**The notice you received was correct that the rules covering exhibits (or static displays) at malls and other off-site places and the LAW covering Auto Shows are different.**

LSA-R.S.32:1254 D. The commission may authorize or prohibit motor vehicle sales and shows at off-site locations. The commission may, in its discretion, allow such sales and shows provided all of the following conditions are met:

- (1) The request is received by the commission forty-five days prior to the opening date of the event.
- (2) Only new motor vehicle franchised, licensed dealers may conduct sales of motor vehicles at such sales and shows.
- (3) The event is conducted for not more than six days.
- (4) All local new motor vehicle dealers shall be offered the opportunity to participate.
- (5) A majority of new motor vehicle dealers offered the opportunity to participate must participate in the event.
- (6) Each respective manufacturer has granted authority to the respective dealers participating to conduct the sale or show of motor vehicles at the proposed off-site location.
- (7) Such events are limited to two times per calendar year per new car dealer.

LSA-R.S.32:1254 N. It shall be a violation of this Chapter:

- (3) For a motor vehicle dealer, speciality vehicle dealer, used motor vehicle dealer, or a motor vehicle salesman/agent:
  - (e) Except as otherwise approved by the commission, to sell or offer to sell a motor vehicle from an unlicensed location.

The guidelines for an off-site static display are:

- The commission must approve all off-site displays of motor vehicles; therefore, a request to display vehicles at an off-site location must be received by the Commission seven(7) days prior to the commencement of the display.
- The location of ANY display must be within the dealer's defined area of responsibility for the make and model to be displayed.
- Each off-site display will be limited to six (6) days. However, there will not be a limit on the number of off-site displays allowed per year, per licensee.
- The number of vehicles at any off-site display will be left to the discretion of the Commission, with a maximum of six (6) vehicles per licensee, per display.
- The presence of any sales personnel, business cards, brochures, pricing sheets, or any other point of sale device, would constitute a violation by the dealer of the Law and the Rules and Regulations. The only pricing information allowed on any vehicle(s) displayed will be the Maroney label which is required by federal law.
- Any licensee participating in an off-site display without the approval of the Commission will result in a minimum penalty of \$500.00 per vehicle, per display for the first offense.

**Auto Shows can be a selling or a non-selling show, the choice is up to the dealer group and should be explained in the request letter to the Commission. If it is specified and approved as a non-selling show, a "Business Office" or "private sales office off the floor" would constitute a violation by the dealer.**

**Since the enactment of the law relating to Auto Shows, selling or non-selling, promotional material, brochures, business cards, etc., have been allowed.**