



State of Louisiana
LOUISIANA MOTOR VEHICLE COMMISSION

Kathleen Babineaux Blanco
Governor

Lessie A. House
Executive Director

December 8, 2005

TO: Licensees of the Louisiana Motor Vehicle Commission

FROM: **Promotional Cash and Gift Programs to Purchasers of Motor Vehicles**

It has recently come to the attention of the Louisiana Motor Vehicle Commission certain advertising agencies are relating to our licensees that the Commission has approved the offering of "cash rewards".

Be advised Bulletin #B-2004-06 (copy attached) is still in effect. The Louisiana Motor Vehicle Commission **HAS NOT** changed its' position.

Remember, both the dealership and the advertising agencies will be held responsible for any advertising violations. Therefore, be governed accordingly.

We hope this clears up any confusion that exist.