



State of Louisiana  
LOUISIANA MOTOR VEHICLE COMMISSION

Kathleen Babineaux Blanco  
Governor

Lessie A. House  
Executive Director

August 30, 2004

**BULLETIN #B-2004-05**

**TO: All Manufacturer, Distributor, Factory Branch and Distributor Branch, and New Motor Vehicle Dealer Licensees**

**RE: *STATIC OFF-SITE DISPLAYS***

The Louisiana Motor Vehicle Commission, at its regularly scheduled meeting, August 9, 2004, reviewed its previous policies and bulletins regarding off-site displays.

At this meeting, the Louisiana Motor Vehicle Commission voted to amend its policies as follows and issue this bulletin:

- 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 **EVERY** 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 thirty days, unless the dealer submits a copy of the contract for the location of the off-site display and then the display will be limited to the length of the contract up to a six (6) month period. 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 penalty of \$500.00 per vehicle, per display for the first offense.

**PLEASE GOVERN YOURSELF ACCORDINGLY.**