



State of Louisiana
LOUISIANA MOTOR VEHICLE COMMISSION

Kathleen Babineaux Blanco
Governor

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Executive Director

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BULLETIN #B-2004-06

TO: Licensees of the Louisiana Motor Vehicle Commission

RE: Promotional Cash and Gift Programs to Purchasers of Motor Vehicles

The Louisiana Motor Vehicle Commission has been informed of the marketing of promotional programs offering “cash rewards” to purchasers of automobiles.

Section 20, paragraph 8 “Cash Offers” of the Rules and Regulation of the Louisiana Motor Vehicle Commission prohibits any cash offer funded by the dealer. The prohibition also applies to certificates that may be redeemed for cash and certificates that may be redeemed for items other than cash. This prohibition also applies to redemption with debit cards.

Further, the dealer’s advertising of any such program must also comply with the advertising laws, rules and regulations of the Louisiana Motor Vehicle Commission.

Licensees of the Louisiana Motor Vehicle Commission should also note that “Promotional Contests” are regulated by the State of Louisiana in Louisiana Revised Statutes 51:1721, 51:1722, 51:1723, 51:1724 and 51:1725.

Please be governed accordingly.