State of Louisiana

LOUISIANA MOTOR VEHICLE COMMISSION

Bobby Jindal
Governor

Lessie A. House
Executive Director

June 26, 2015

BULLETIN #2015-005

TO:

FROM: **L. A House, Executive Director**

RE: **Advertising Rules and Regulations**

It has come to the attention of the Louisiana Motor Vehicle Commission, some licensees have not availed themselves to our website for a copy of the Law and Rules that govern. More particularly, the Advertising Rules and Regulations.

LSA-R.S. 32:1251, Declaration of Public Policy states the Louisiana Motor Vehicle Commission is to prevent false and misleading advertising among other mandates.

> ***Advertisement***—an oral, written, telecommunicated, graphic, or pictorial statement made in the course of soliciting business, including, without limitation, a statement or representation made in a newspaper, magazine, or other publication, or contained in a notice, sign, poster, display, circular, pamphlet, letter, flyer, price tag, window sticker, banners, billboards, handbills, or on radio, the Internet, or via on-line computer service, or on television or on-hold messaging, any medium. (**§101.** of the Rules and Regulations)

Attached for your use and information is a copy the Rules and Regulations pertaining to advertising, as well as, the statutes regarding advertising.

For a complete copy of the Louisiana Motor Vehicle Commission Rules and Regulations and Law, please visit our website, www.lmvc.la.gov.

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