



State of Louisiana
LOUISIANA MOTOR VEHICLE COMMISSION

Jeff Landry
Governor

Amy Casey
Executive Director

July 10, 2026

Bulletin #B-2026-004

To: All Louisiana Licensed Dealers

From: Amy Casey, Executive Director

RE: Consumer Acknowledgment of Dealer-Added Options

This bulletin serves as a supplement to Bulletin #B-2026-003, *Dealer Advertising, FTC and LMVC Regulations*, issued on May 26, 2026. In summary, Bulletin #B-2026-003 advised licensees that the total advertised price of a vehicle must include all mandatory dealer fees, charges, and dealer-added products. It further explained that dealer-added products may be considered mandatory when preinstalled and cannot be removed without damage or substantial effort, when the dealer's standard practice is not to remove or disable it upon request, or when it is installed on every vehicle.

The Louisiana Motor Vehicle Commission ("LMVC" or "Commission") is providing licensed vehicle dealers with a recommended **Licensed Vehicle Dealer Consumer Acknowledgment of Dealer-Added Options Form** (the "form") to assist dealers in documenting the disclosure and voluntary purchase of dealer-added products and services.

Use of the Attached Form Is Recommended, Not Required

The purpose and intention of the recommended form is to promote fair and transparent vehicle advertising and sales practices by: documenting whether a consumer voluntarily purchased any dealer-added options as part of a sale; expressly identifying each option and its price; confirming the nature of the option(s) and that each could be declined; verifying that the option's price was disclosed before the sale documents were signed; and confirming that certain other products or services were separately disclosed and documented. The form allows the consumer, any co-buyer, and a dealership representative to sign and date the acknowledgment, and it includes a dealership certification confirming that each dealer-added option was presented as optional and was selected by the consumer for purchase. Once executed, the consumer should receive a completed copy of the form.

The Commission is providing the form as a recommended compliance and recordkeeping tool.

A dealer may:

1. use the LMVC form as provided;
2. modify the form to align with existing dealership disclosure and acknowledgement forms; or

3. use the language and/or disclosure concepts from the form to create a different dealer-added-options disclosure or acknowledgment document.

Any dealer-created acknowledgment should clearly identify the: vehicle for purchase, consumer(s), dealership, all dealer-added options offered or purchased, each option's price, total options price, and the consumer's voluntary selection or rejection of the options.

The Commission recommends that any disclosure be completed before the consumer signs the buyer's order, retail installment contract, or lease agreement, that a completed copy be provided to the consumer, and that the dealership maintains the disclosure with the transaction records.

Benefits of a Written Disclosure

A properly completed written disclosure benefits both consumers and dealers. It creates a clear record that:

- the consumer was informed of the dealer-added options and respective pricing;
- the options were presented as optional and not mandatory (unless included and shown in advertised price);
- the consumer was permitted to decline the options and purchase vehicle at advertised price;
- the consumer voluntarily selected any options purchased; and
- the dealership took affirmative steps to comply with applicable disclosure requirements and advertising rules.

The disclosure may assist a dealer in demonstrating that its advertising, sales, and documentation practices are transparent and consistent with LMVC advertising requirements and applicable federal guidance. However, the form does not replace the buyer's order, retail installment contract, lease agreement, or any other disclosure required by law.

Important Advertising Reminder

A consumer acknowledgment form does not permit a dealer to exclude a mandatory product, service, fee, or accessory from the advertised price.

Dealer-added items that are mandatory, cannot reasonably be removed, or are required as a condition of purchasing the vehicle must be included in the total advertised price. A disclosure signed at the time of sale does not validate an advertisement that failed to include a mandatory charge or dealer-added item.

Dealers should routinely review their websites, social media, print materials, radio and television advertisements, and all other advertising to ensure that the advertised price is the offering price available to all consumers, excluding only properly disclosed required government charges, such as tax, title, and license.

The Commission recommends that all licensed dealers have a written policy and process for disclosing dealer-added options and train all sales and finance personnel regarding the distinction between:

- mandatory items that must be included in the advertised price; and
- optional products or services that a consumer may voluntarily purchase or decline.

Dealers should consult their legal counsel regarding compliance with federal and state law and the suitability of any dealership-specific disclosure form.

LICENSED VEHICLE DEALER

CONSUMER ACKNOWLEDGMENT OF DEALER-ADDED OPTIONS

This disclosure is intended to support fair and transparent advertising and vehicle sales practices in Louisiana and should be maintained with the transaction records. This document does not replace the buyer's order, retail installment contract, lease agreement, or any disclosure otherwise required by law. Use this form whenever a consumer is offered one or more dealer-added options that increase the advertised price of the vehicle.

Dealer-Added Option: Means any product or service not provided or installed by the manufacturer for which the dealer may charge the consumer.

Dealership Name:		Dealer License No.:	
Consumer/Buyer Name:		Consumer/Co-Buyer Name:	
Vehicle Year/Make/Model:		VIN / Serial No.:	

Consumer Disclosure - Buyer and Co-Buyer each initial the applicable statement below.

Buyer	Co-Buyer	Non-removable pre-installed items: For any dealer add-ons that could not be removed from the vehicle, I acknowledge my entitlement to purchase the vehicle at the advertised price.
☐	☐	

Dealer-Added Options Offered in Connection with Advertised Price and Sale of Vehicle. Choose one of the options below.

Buyer	Co-Buyer	I <u>did NOT purchase</u> any dealer-added options.
☐	☐	
☐	☐	In addition to the advertised/agreed upon price of the referenced vehicle, <u>I have voluntarily chosen to purchase</u> the dealer-added options listed below.

Dealer-Added Options Purchased - Attach details and prices if more space is needed; include in total below.

Dealer-Added Option	Price (\$)	Dealer-Added Option	Price (\$)
Total Cost of Dealer-Added Options Purchased			

Consumer Acknowledgment of Dealer-Added Options Purchased - Buyer and Co-Buyer each initial every statement.

Buyer	Co-Buyer	Pre-installed items. Any dealer-added options pre-installed on the vehicle that I chose to keep are itemized above with pricing. I understood that I had the option to request their removal.
☐	☐	
☐	☐	Voluntary purchase & right to decline. The dealer-added options listed above were voluntarily chosen by me. No dealership representative told me these options were mandatory; I understood that I had the right to decline any or all the listed options and still purchase the vehicle.
☐	☐	Timing of disclosure. The dealer-added options listed above and their prices were disclosed to me in writing before I signed the buyer's order, retail installment contract, or lease agreement for this vehicle.
☐	☐	Separately documented items. Any service or item other than the dealer-added options listed above (such as warranties, GAP coverage, theft protection, service contracts) that is not included in the price of the vehicle has been documented in a separate written disclosure or agreement.
☐	☐	Copy received. I received a completed copy of this disclosure at the time of sale.

Consumer and Dealer Certification

Consumer/Buyer Signature	Buyer Printed Name	Date
Consumer/Co-Buyer Signature (if applicable)	Co-Buyer Printed Name	Date
Dealership Representative Signature	Representative Printed Name	Date

Dealer Certification: The dealership certifies that each and every dealer-added option was presented to the consumer as optional and is listed above as selected by the consumer for purchase.

LMVC Salesman License No.:

Maintain with transaction records

LMVC Dealer CAODO Form #2026-01