

Section _____. Advertising Of Motor Vehicles Over The Internet.

(1) Any advertisement or offer for the sale of motor vehicles that a motor vehicle dealer licensed by or doing business in this [state or province] displays or causes to be displayed on the Internet shall contain, in a font at least as prominent and legible as the font used for the main body of the advertisement or display, all of the following:

- a. The current street address of the location at which the dealer is licensed to do business and the dealer's current telephone number; if the dealer is licensed to do business at more than one location, the address shall be the principal licensed location.
 - b. The dealer's current dealer license number issued by the department;
 - c. The following statement: "Consumer complaints regarding this dealer may be directed to", followed by the telephone number, mailing address and electronic mail address, if any, of the department's consumer complaint office, and if the department has an Internet site, a link to such site. It shall be the responsibility of the dealer to obtain from the department the information needed to comply with this requirement.
 - d. Such other information as the department requires.
2. This section shall apply to all motor vehicle dealers licensed by or doing business in this [state or province] advertising or offering motor vehicles for sale over the Internet regardless of the physical location of the server on which the advertisement or offer is placed.
 3. Violation of this section shall be a misdemeanor of the second degree, punishable as provided in section [cite state reference]. Violation shall be grounds for revocation or suspension of the dealer's license or imposition of a civil fine under section [cite state reference].

The department may promulgate rules to implement this section.