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What Dealers Need to Know About the FTC's Final Vehicle Shopping Rule

FTC's rushed and overreaching new rule would completely change the way you sell cars and the way the FTC regulates you, making the car-buying experience worse for your customers. The Vehicle Shopping Rule would:



Needlessly delay every vehicle sale



Create customer mistrust and confusion



Require additional unnecessary disclosures to shoppers and vehicle buyers



Require expensive, risky additional data retention (including texts)



Dramatically empower the FTC to issue massive fines against dealers for unnecessary and vague requirements

THE FTC VEHICLE SHOPPING RULE, which the FTC derisively calls the "CARS" Rule*, was set to take effect July 30, 2024 but the FTC has postponed the effective date pending an NADA legal challenge.

SUPPORT LEGISLATION THAT WOULD BLOCK FTC ENFORCEMENT OF THIS ILL-CONCEIVED RULE. See nada.org/blockrule

*The FTC uses the misleading title "Combating Auto Retail Scams"

Tell Congress to stop the FTC before it's too late!

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