11713(c) CVC  Fail within 48 hours to withdraw ad when the vehicle has been sold or withdrawn from sale.

11713(d) CVD  Advertise or represent a vehicle as new when the vehicle is used.

11713(k) CVC  Advertise the terms “no Down Payment” or “Zero Down” or similar terms unless the vehicle will be sold to any qualified purchaser without a prior payment of any kind or trade-in.

11713(s) CVC  Photo advertisement does not accurately depict the vehicle.

11713(t) CVC  Advertise a vehicle for sale that was used by the dealer in its business as a demonstrator, executive vehicle, service vehicle, rental, loaner, or lease vehicle unless the ad clearly and conspicuously discloses the previous use made by the licensee.

11713.1(a) CVC  Advertise a specific vehicle without identifying the vehicle by its model, model-year, and either its license plate or last 6 digits of the VIN.

11713.1 CVC  Advertise the total price of a vehicle without including all costs to the purchaser at the time of sale, except taxes, vehicle registration fees, the California tire fee, emission testing fees (smog), and dealer documentary charges ($65 (or $80 if dealer is providing electronic titling)).

11713.1(c) CVC  Represent the dealer documentary fee as a governmental fee.

11713.1(h) CVC  Advertise free merchandise, gifts or services provided by a dealer contingent on the purchase of a vehicle. “Free” includes merchandise or services offered for sale at a price less than the seller’s cost of the merchandise or services.

11713.1(j)(1) CVC  Advertise vehicles and related goods or services, at a specified dealer price…unless the advertisement disclosed the number of vehicles in stock at the advertised price.

11713.1(j) CVC  Use “rebate” or similar words, such as “cash back”…unless the rebate is expressed in a specific dollar amount and is in fact a rebate offered by the manufacturer or distributor directly to the retail purchaser...

11713.1(l) CVC  Advertise a guaranteed trade-in allowance.

11713.1(m) CVC  Misrepresent the authority of a salesperson, representative, or agent to negotiate the final terms of a transaction.

11713.1(n)(1) CVC  Use “Invoice”, “dealer’s invoice”, “wholesale invoice”, or similar terms that refer to a dealer’s cost for a vehicle in an advertisement for the sale of a vehicle...

11713.1(o) CVC  Violate a law prohibiting bait and switch...

11713.1(p) CVC  Make an untrue or misleading statement indicating that a vehicle is equipped with all the “factory-installed” optional equipment when it is not...

11713.1(r) CVC  Advertise an underselling claim...“we have the lowest prices” or “we will beat any dealer’s price” unless the dealer has conducted a recent survey showing that the dealer sells its vehicles at lower prices than another licensee in its trade area and maintains records to substantiate the claim...

11713.1(t) CVC  Display or offer for sale a used vehicle unless there is affixed to the vehicle the Federal Trade Commission’s Buyer’s Guide...

11713.1(w) CVC  Use a simulated check...in an advertisement for the sale or lease of a vehicle.

11713.1(x) CVC  Fail to disclose, in a clear and conspicuous manner in at least 10 point boldface type on the face of a contract for the retail sale of a new motor vehicle the name of the autobroker and whether the Transaction is subject to an autobroker fee...