

California Vehicle Code Advertising Laws

- 11713(c) CVC Fail within 48 hours to withdraw ad when the vehicle has been sold or withdrawn from sale.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