

MAINE STATE LEGISLATURE

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SECOND REGULAR SESSION

ONE HUNDRED AND THIRTEENTH LEGISLATURE

Legislative Document

NO. 2345

H.P. 1708 House of Representatives, February 24, 1988

Approved for introduction by a majority of the
Legislative Council pursuant to Joint Rule 26.

Reference to the Committee on Business Legislation
suggested and ordered printed.

EDWIN H. PERT, Clerk

Presented by Representative SMITH of Island Falls.

Cosponsored by Representative ALLEN of Washington.

STATE OF MAINE

IN THE YEAR OF OUR LORD
NINETEEN HUNDRED AND EIGHTY-EIGHT

1 **AN ACT Concerning the Display of Dealer**
2 **Markup Stickers by New Car Dealers.**
3

4 Be it enacted by the People of the State of Maine as
5 follows:

6 Sec. 1. 10 MRSA §1174, sub-§4, ¶A, as enacted
7 by PL 1975, c. 573, is amended to read:

8 A. To require a purchaser of a new motor vehicle,

1 as a condition of sale and delivery thereof, to
2 also purchase special features, appliances,
3 equipment, parts or accessories not desired or
4 requested by the purchaser; provided, however,
5 that this prohibition shall not apply as to
6 special features, appliances, equipment, parts or
7 accessories which are already installed on the car
8 when received by the dealer; provided further,
9 that the motor vehicle dealer prior to the
10 consummation of the purchase reveals to the
11 purchaser the substance of this paragraph;

12 **Sec. 2. 10 MRSA §1174, sub-§4, ¶B,** as amended
13 by PL 1981, c. 470, Pt. A, §25, is further amended to
14 read:

15 B. To represent and sell as a new motor vehicle
16 any motor vehicle which has been used and operated
17 for demonstration purposes or which is otherwise a
18 used motor vehicle; or

19 **Sec. 3. 10 MRSA §1174, sub-§4, ¶C,** as enacted
20 by PL 1975, c. 573, is amended to read:

21 C. To resort to or use any false or misleading
22 advertisement in connection with his the
23 business as such of the motor vehicle
24 dealer; or

25 **Sec. 4. 10 MRSA §1174, sub-§4, ¶D** is enacted to
26 read:

27 D. To affix to a new motor vehicle any sticker or
28 other notice which states the words "dealer
29 markup" or other similar language and the value of
30 that markup, when that markup does not represent
31 any additional features, appliances, equipment,
32 parts or accessories installed or services
33 performed by the dealer, unless the sticker or
34 notice specifies such a markup by bearing the
35 words "additional dealer markup."

1 STATEMENT OF FACT

2 This bill provides that, whenever a dealer
3 attaches a dealer markup sticker to a new car, and
4 that markup does not represent any additional
5 features, appliances, equipment, parts or accessories
6 installed or services performed by the dealer, the
7 words "additional dealer markup" must appear on that
8 sticker.

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