

A review of the Illinois motor vehicle ad regs



To be held:
Tuesday, June 26, 2018
9:30 a.m. - 11:00 a.m.
Program starts promptly at 9:30 a.m.

Location:
CATA Headquarters
18W200 Butterfield Road
Oakbrook Terrace, IL 60181

The Better Business Bureau of Chicago and northern Illinois, in conjunction with the CATA, has operated the BBB-CATA Advertising Review Program since 1996, to make sure dealership advertising adheres to the Illinois Motor Vehicle Advertising Regulations. Officials from the BBB will speak about issues they have seen lately.

Website related issues:

- Advertised prices that include limited rebates.
- Price disclosures that include more than tax, title, license and the doc fee, particularly destination charges.
- Free gifts in many forms.

Zero Tolerance issues:

- Rule 475.310, Advertised Price
- Rule 475.530, Rebates
- Rule 475.540, Trade-Ins
- Rule 475.590, Gifts and Free Offers
- Consumer Fraud Act, Section 2 (j) (1), Prohibition on Coupons for the retail sale of motor vehicles.

Additional issues:

- Advertising Leases
- Bankruptcy
- "Official"
- Limitations on Offers
- Range of Savings
- Negative Equity Disclosure
- Refund Anticipation Loans/Tax Refund

Questions can be asked live or submitted in advance to dealermail@cata.info.

REGISTRATION FORM

Attendee Name(s): _____

Dealership Name: _____

Fax response to the **CHICAGO AUTOMOBILE TRADE ASSOCIATION**, (630) 495-2260, or send name(s) to dealermail@cata.info, with subject line "June 26 seminar." The CATA phone is (630) 495-2282.

The CATA office, at 18W200 Butterfield Road in Oakbrook Terrace, is at the intersection of TransAm Plaza Drive, on the northwest corner. The intersection is 1½ miles west of Route 83 and 2½ miles east of I-355.