

A review of the Illinois motor vehicle ad regs



To be held:
Tuesday, June 4, 2019
 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

Officials with the Better Business Bureau of Chicago and northern Illinois will lead a discussion of recent dealer ads they have seen which do not comply with the Illinois Motor Vehicle Advertising Regulations. The BBB, in conjunction with the CATA, has operated the BBB-CATA Advertising Review Program since 1996, to make sure dealership advertising adheres to the regulations.

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

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 4 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.