



**State of Louisiana**  
LOUISIANA MOTOR VEHICLE COMMISSION

**Bobby Jindal**  
Governor

**Lessie A. House**  
Executive Director

May 8, 2015

**Bulletin #B-2015-001**

**TO: All Vehicle Dealers**

**FROM: L. A. House, Executive Director**

**RE: Advertising of Savings Claims; Discounts<sup>1</sup>**

Recently we have observed that many dealers are advertising motor vehicles with a dealer addendum affixed to the vehicle in addition to the monroney label. We want to remind you that if a dealer addendum is affixed to the vehicle and any of the options included in the dealer addendum are non-factory-available options, you cannot show a savings-claim or discount on these vehicles. A savings claim or discount offer is prohibited except to advertise a new or demonstrator vehicle, and the advertisement must show the difference between the dealer's selling price and the manufacturer's, distributor's, or converter's total suggested list price or MSRP. If the vehicle has a dealer addendum, which includes any non-factory-available options, in order to advertise the vehicle, you must show the price of the dealer addendum.

Example:      **MSRP:**                              **\$25000**  
                  **Dealer Addendum:**              **\$ 1500**  
                  **Advertised Price:**                **\$26500**

***A \$1000 Manufacturer Rebate is available on this vehicle.***

If the vehicle has a manufacturers rebate, you may advertise the rebate amount in the ad as shown above.

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<sup>1</sup>**Title 46, Part V, Subpart 1, Chapter 7, §747 Savings Claims; Discounts**

C. If a dealer has added an option obtained from the manufacturer or distributor of the vehicle on which it is installed and discloses the option and factory suggested retail price of the option on a dealership addendum sticker prior to offering the vehicle for sale at retail, the dealer may advertise a savings claim on that vehicle as long as the difference is shown between the dealer's selling price and the total selling price as disclosed on the dealership addendum sticker and discloses the factory-available options added in the advertisement. **If an option that is added by a dealer is not a factory-available option, a savings claim may not be advertised on that vehicle.** (Emphasis is added.)