



**Minnesota Automobile Dealers Association**

## **AUTO SHOW SAFE HARBOR**

**H.F. 320: PERRYMAN, ELKINS, HUOT, AND KRESHA**

### **WHY THIS BILL IS NEEDED:**

On a national scale, Auto Show participation has evolved from manufacturers to dealerships. Questions have been raised over dealers' ability to display vehicles outside their licensed location. This bill provides clarification that auto dealers can be Auto Show exhibitors.

### **WHAT THIS BILL DOES:**

#### **Dealers may participate in the Auto Show, when:**

- Held in first class city or adjacent to first-class city
- Not held at a licensed dealer location
- 10+ dealers are participating
- Conducted by a trade association
- The following activities are prohibited:
  - Sale or lease of vehicles
  - Labeling vehicles as "for sale" or "sold"
  - Appraisal of trade-ins
  - Using pricing other than MSRP

#### **Auto Show exhibitors may:**

- Distribute business cards and promotional materials
- Make appointments to visit dealership and collect customer leads
- Test drives under a program conducted by the Auto Show

**Auto manufacturer cannot prohibit a dealership from participating in the Auto Show.**

Questions? Contact Amanda Duerr, Director of Government Affairs  
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