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MOTOR VEHICLE DEALER BOARD



Supplemental Sales Licenses

In the January 2019 Board Meeting, Chairman Rick Holcomb created a sub-committee to discuss expectations, and a proposed standard letter of invitation for dealers to use when applying for a supplemental sales license. During the May 2019 Board meeting, the sub-committee's report was discussed and adopted by the Full Board. The recommendations are as follows:

As part of the requirements of § [46.2-1516](#), a dealer seeking to organize an off-site sale and requesting a supplemental license must contact dealers in the area where the sale will be held via certified mail. This notice must be mailed no later

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Social Media Advertising

In the January 2019 Board Meeting, Chairman Rick Holcomb created a sub-committee to discuss standards, expectations, and best practices for dealers and salespeople to stay compliant with Virginia's advertising laws when advertising on social media. The Board Chair tasked the sub-committee to review and discuss advertising on social media and whether or not the existing policies and guidance documents are sufficient. The recommendations from the sub-committee were approved by the Full Board. In addition to Dealers being responsible for all their advertising, **salespersons** may also be held responsible for violations. Board staff may allow the dealer the opportunity to show that his actions (training, counseling and agreements with salespersons) played no role in the advertising violation and documentation presented to the Board staff or hearing officer may support the Dealer's claim.

Below are actions the Board currently implements and future education efforts that the Board will implement regarding educating dealers and salespersons in advertising compliance. Current and future MVDB advertising education efforts are:

- Dealer Talk Newsletter – the Board publishes a bi-monthly newsletter and features advertising topics in most publications. <http://www.mvdv.virginia.gov/newsletter/default.aspx> If you have not signed up for our bi-monthly newsletter, be sure to click on the link and subscribe.
- Constant Contact – occasional email announcements and reminders to dealers of important news affecting their dealerships.
- Advertising Guidance documents on MVDB website - <http://www.mvdv.virginia.gov/resources/guidance.aspx>

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Upcoming EVENTS

BOARD MEETINGS

All Meetings are held at DMV Headquarters
2300 W. Broad Street, Room 702
Richmond, VA

Monday, July 8, 2019

Dealer Practices Committee Meeting

Time: 9:00 a.m.

Licensing Committee Meeting

Time: Immediately following Dealer Practices Committee

Advertising Committee Meeting

Time: Immediately following Licensing Committee

Transaction Recovery Fund Committee Meeting

Time: Immediately following Advertising Committee

Full Board Meeting

Time: 10:00 a.m. or 5-15 minutes immediately following Transaction Recovery Fund Committee meeting.

MVDB will be closed

- ◆ Thursday, July 4, 2019
- ◆ Friday July 5, 2019



Supplemental Sales Licensing

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than 30 days in advance of the sale date. The letter to those dealers must contain the following elements:

- Date and place of the sale.
- An offer to participate in the sale on the same terms as the dealer requesting the license. This means that the dealer requesting the license will equally share the space contracted for as well as fully provide for the administration of the sale, including equal treatment in advertising, signage, and on-site services, including utilities, associated with the event.
- The expenses of the sale must be equally shared among participating dealers, including the sale administrator, and the sale administrator may not charge additional fees, payable either directly to itself, to an affiliate, or to a contractor that will make rebates or payments to the sale administrator, that will artificially inflate the costs of participation for other dealers.
- Each participating dealer is responsible for certain expenses including, but not limited to, costs of transporting inventory to the sale and providing salespeople and other services they voluntarily choose to provide for themselves.

In order to streamline the application process, dealers applying for a supplemental sales license should share with the Board a copy of the offer letter as well as a list of dealers receiving the certified notice letter.

If the Board receives a complaint from any dealer who receives the letter, the Board will investigate to ensure compliance with the statute. The investigation may include inquiries to the dealer requesting the license for further disclosures related to the expenses of the event. Fees to the sale organizer, either directly or to an entity controlled by or affiliated with the organizer, raises the presumption that the other dealers are not being offered the right to participate in the sale "on the same terms as the dealer operating under the temporary license." Inquiries resulting from complaints about the price of participation will include an inquiry whether any of the participation funds are for fees to the organizing dealer or to an entity controlled by or affiliated with the dealer requesting the license.

Should the investigation by the Board show that the requirements of the statute are not met, the Board will reject the application for a supplemental sales license.

If you have further questions about applying for a supplemental sales license, please contact the Board.

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Social Media Advertising

- Field Representatives – dealer education efforts
- MVDB internal staff Advertising Analysts – send via email, educational warning violation notices.
- Self-Inspection Checklist (MVDB 58) is a certification document that is enclosed as part of your dealership renewal – Item # 9 requires dealers to certify they are responsible for advertisements. [http://www.mvdb.virginia.gov/forms/files/MVDB-58%20Checklist-\(09052017\).pdf](http://www.mvdb.virginia.gov/forms/files/MVDB-58%20Checklist-(09052017).pdf)
- Self-Inspection Checklist - Add another certification item # 10 tied to advertisement compliance to include all social media platforms; “My dealership has an online/social media advertising policy for employees that consolidates advertising efforts to dealership sponsored and approved advertising mediums, to include all social media platforms. At a minimum, this policy will be reviewed with dealership employees annually and signed/dated by dealership management and employees.”
- MVDB Education Videos – MVDB staff will create education videos specific to advertising topics. Videos will be placed on MVDB website and shared with trade associations for inclusion on their websites.
- Edit current Salesperson exams to add questions about advertising.

In addition to the Board’s education efforts, the Board recommends that dealerships educate their staff through some suggested dealership advertising best practices:

- Create a policy that includes online/social media advertisement for dealership employees, and have the employees sign and date that they have received and understand the policy. This should be an annual briefing at the least.
- Create internal procedure for employee education efforts targeting online/social media advertising.
- Create an internal education curriculum to educate dealership marketing teams and employees on Virginia advertising laws and regulations.

New Board Member



Please join us in welcoming our newest Board member, Donald Sullivan of Sullivan Auto Trading in Fredericksburg, Virginia. Don has been with Sullivan Auto Trading for more than 26 years.

The Motor Vehicle Dealer Board consists

of 17 dealer members appointed by the Governor, and approved by the General Assembly. Ten members are Franchise dealers, seven are Independent dealers, and Don will represent one of the seven Independent dealer Board members. Each board member serves for four years, and may be appointed for one additional four year term (8 years maximum). All Board meetings are available to stream and watch live, so click [HERE](#) during the scheduled Board meeting to connect and watch.

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Reminders...

ALL IDO's of independent dealerships must recertify their IDO qualification every three years by either taking an online course, classroom course, or by passing an administered DMV test. Click [HERE](#) for more information and [HERE](#) to determine your recertification deadline. Please note that dealers with [Franchise](#) endorsements are exempt from recertification. If you are unclear on your recertification deadline, or any other recertification questions, please contact Ann Majors at the MVDB. She may be reached at 804-367-1100 x 3016#, or email at ann.majors@mvdb.virginia.gov.

Beware of Laws When Hiring 3rd Party Advertisers

Indiana attorney general Curtis Hill is pursuing legal action against another dealership promotions company over allegations of deceptive advertising that included thousands of dollars in prizes and promotions of special financing connected with monthly payments of less than \$100.

In a civil lawsuit filed April 4 in Morgan County, Hill alleged that Texas-based Hopkins and Raines sent mailings to 2.1 million Indiana consumers as part of 56 different promotions for dealers in Indiana between March of 2016 and March of 2018.

The complaint alleged that all the mailings contained game pieces purporting to determine whether recipients had won prizes, which included such valuable items as vehicles, TVs or \$1,000 in cash. Hill's office said each mailing, however, contained identical game pieces with winning numbers. Thus, each mailing allegedly communicated to all recipients that they had won significant prizes when they had not.

The Hoosier State AG continued in a news release that recipients who went to dealerships to claim winnings were awarded "prizes" much less valuable than those advertised — typically such items as a \$5 Walmart gift card, a scratch-off lottery ticket, a "cheap" MP3 player or a mail-in rebate coupon for \$10 off the purchase of a turkey.

In the lawsuit, Hill alleged that the true reason for the mailing was to lure recipients to events where they would be subjected to sales pitches for vehicles.

In addition to the alleged deceptive nature of the mailings, the Indiana AG claimed the mailings violated the Promotional Gifts and Contests Act in various ways. These promotions allegedly included:

- Uniformly failing to identify the name and address of the promoter;
- Failing to state the odds of winning each prize in the appropriate place and size;
- Failing to include the verifiable retail value of each prize in the appropriate place and size;
- Failing to include any disclosure that the recipients may be subjected to a sales pitch;
- Failing to properly identify the retail value of prizes.



Reminders...

The Power of Attorney (POA) form has limited use. DMV issued clarification regarding the proper usage of the Power of Attorney (POA) form VAD70A by the motor vehicle dealer community. Federal law requires that mileage disclosure be recorded on a secure POA when ownership is transferred. The VAD70A is a secure POA with limited usage, which allows the dealer to sign for the titled owner and disclose mileage when the subsequent owner receives the title. The VAD70A can only be used when the customer's title is physically held by a lien holder, or when the owner has lost the title. If the owner has lost the title, the dealer may apply for a lost title from DMV using Form VSA 66, "Application for Replacement and Substitute Titles". The POA form allows the dealer to sign for the titled owner and disclose mileage to the subsequent owner when you receive the title. The Power of Attorney (Form VAD 70A) can only be used by auto dealers, and may be purchased from VIADA.

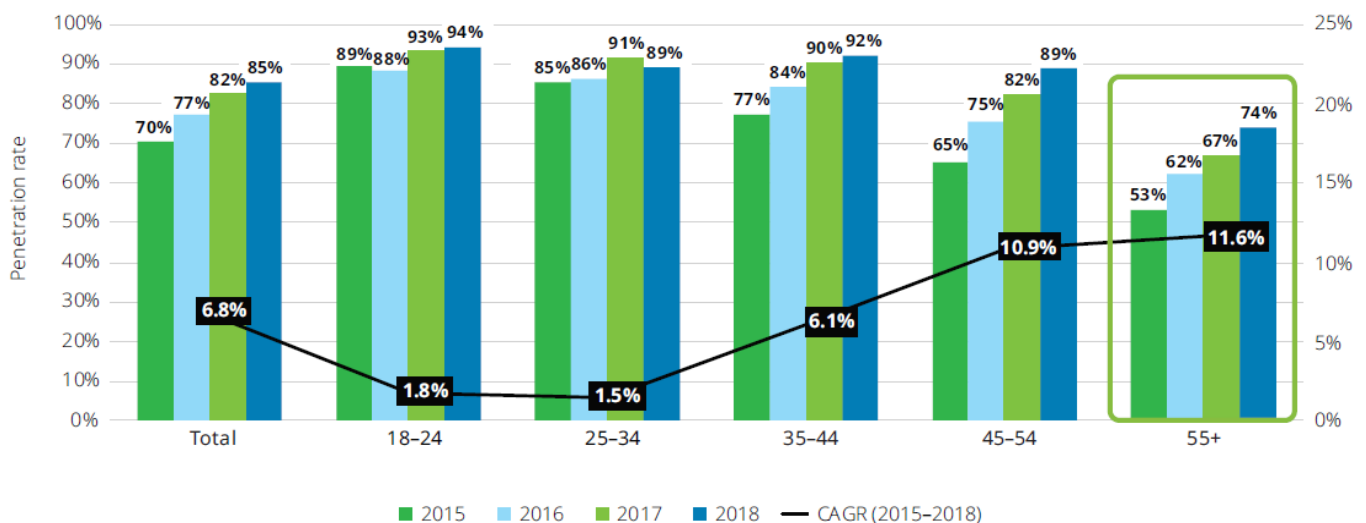
Mobile Consumer Survey

Back in late January, the industry gathered in San Francisco for conferences hosted by the American Financial Services Association, the National Automobile Dealers Association and other organizations. With an estimated 270 million Americans viewing their smartphones about 14 billion times per day, the smartphone continues to reign supreme as consumers' preferred device for online actions, as well as for controlling and monitoring many daily activities, according to Deloitte's U.S. edition of the 2018 global mobile consumer survey. The firm said smartphone penetration rose to 85 percent in 2018, up 3 percent from 2017, with the strongest growth among U.S. consumers aged 45 and older. Deloitte reported American consumers are now viewing their smartphones an average of 52 times daily with 39 percent of consumers believing they use their smartphones too much. In fact, the firm found that 60 percent of 18 to 34-year-olds admit to smartphone overuse, the highest level of any age group. This installment of Auto Fin Journal has been dubbed our Smartest Companies Issue. Inside this issue, you will find a small sampling of the firms that are leveraging technology such as smartphones to keep metal turning at dealerships as well as to maintain activity at service bays and finance company collection departments. As technology evolves, hurdles arise as consumers concerned about data privacy and security. Not surprisingly, the Deloitte study showed an overwhelming majority of Americans worry about keeping their personal data private. Here is the rundown:

- Eighty percent of consumers have concerns about companies using, storing and sharing their personal data with third parties.
- Eighty-five percent of respondents now believe that companies with which they interact online use their personal data "all" or "most of" the time.
- Consumers are 14 percent less likely this year to share their photos and address books with companies they interact with online, marking a substantial change in behavior from 2017.

With regard to mobile in-store payments (mPayments), only 31 percent of respondents indicated they have ever used their mobile device to make an in-store payment, and only 14 percent do so on a weekly basis. While there are several reasons for the tepid adoption, security concerns (42 percent) and lack of perceived benefits (42 percent) were cited as main reasons by respondents. Click [HERE](#) for the full article.

Figure 2. Smartphone penetration by age group



Maintain Business Hours

Dealerships are not allowed to close for short periods of time during business operating hours as allowed in the past. Anytime a dealership is closed, you must notify the MVDB by email (dboard@mvdb.virginia.gov) or fax (804-367-1053). Submit the closing date and time as well as the return date and time by completing a [MVDB 40, Dealership Notice of Temporary Closing](#) (03/01/2018) or an alternative notice with the required information. The MVDB 40 or alternative notice is to be posted at or in close proximity at the dealership's front entrance so that it is visible to the public. Dealers closing within 24 hours or less are encouraged to text or call their local field representative in addition to submitting the required information to the MVDB.

1. Dealerships are authorized 20 excused closure days per license year.
2. Dealerships will not be allowed to close for short periods of time during scheduled opening hours without proper notice to MVDB. Any short or brief closing will count towards your 20 closure days.
3. The following are acceptable methods of notification to MVDB, Email: dboard@mvdb.virginia.gov or FAX 804-367-1053. To modify/update the dealership's current business hours or any other information, send an email or fax to the MVDB.

The Board, out of concern for consumers, the industry's reputation, dealership success, and Virginia's economy, directed the MVDB staff to implement the following actions regarding Virginia Code [§46.2- 1533](#) violations:

- 1 st 1533 violation: Dealer receives an educational warning (email or letter notification).
- 2 nd violation, a \$750 civil penalty (if appealed, granted an informal hearing).
- 3 rd violation, the dealer will be advised of an informal hearing on §46.2- 1533 violations, Failure to maintain Business Hours.

For the full guidance regarding business hours, click [HERE](#).

Randy Scott Announces his Retirement



I started with the MVDB in 2007 following a 26 year career in law enforcement with the City of Roanoke. I thought I knew the Roanoke Valley area very well, but had difficulty finding many of my dealers. With the aid of maps, GPS and occasionally asking for directions, I eventually found everyone! I have considered myself lucky to see and enjoy the beauty of Southwest VA. Most importantly, I have met some great people and I am fortunate to call many of them my friend. I have no set plans for my future, I'll go where life leads me. Exploring the state further for one. Don't be surprised if I stop by while traveling through. I wish everyone the best!

Governor Northam Announces Jobs in Chesterfield

Governor Northam announced that Petal, a new kind of credit card company built to help people financially succeed, will make an investment of over \$300,000 to establish a new service and operations center in Chesterfield County. Virginia successfully competed with Austin, Salt Lake City, and New York City—where Petal is headquartered—for the project, which will create more than 80 new jobs over the next three years. Petal's Chesterfield County office will act as its service and operations center, serving a critical role as Petal's front line to the many customers who are looking to build credit responsibly. Employees will manage Petal's customer support, credit operations and operational quality assurance functions, serving as the company's voice with customers.

The Virginia Economic Development Partnership (VEDP) worked with Chesterfield County to secure the project for Virginia. VEDP will support Petal's job creation through the Virginia Jobs Investment Program (VJIP). VJIP provides consultative services and funding to companies creating new jobs or experiencing technological change in order to support employee training.

Board Actions

Dealer Practices

Informal fact-finding conferences:

Whitten Brothers, Inc. and Robert G. Whitten – On February 4, 2019, an informal fact-finding conference was conducted to address the alleged violation of unlicensed salesperson. Based on the information provided at the conference, the Board assessed a civil penalty of \$1,000. Mr. Whitten may appeal to a formal hearing.

Blue Ridge Division and Terry L. Dotson – On January 23, 2019, an informal fact-finding conference was conducted to address the alleged violations of failure to maintain dealer records, and unlicensed salesperson. Based on the information provided at the conference, the assessed a civil penalty of \$1,750 being assessed. Mr. Dotson may appeal to a formal hearing.

MVP Automotive and Yunpeng Wang – On March 4, 2019, an informal fact-finding conference was conducted to address the alleged violations of failure to maintain dealer records, maintain posted business hours, and failure to comply with previous warnings. Based on the information provided at the conference, the Board assessed a civil penalty of \$1,000, and a satisfactory inspection. Mr. Wang may appeal to a formal hearing.

Pro Automotive and Kahsay Areki – On March 4, 2019, an informal fact-finding conference was conducted to address the alleged violations of failure to maintain posted business hours, and comply with previous warnings. Based on the information provided at the conference, the Board assessed a civil penalty of \$750 and a satisfactory inspection. Mr. Areki may appeal to a formal hearing.

Prosperity Auto Sales and Faisal Chaudhry – On April 10, 2019, an informal fact-finding conference was conducted to address the alleged violations of failure to maintain posted business hours, dealer records, and failure to comply with previous warnings. Based on the information provided at the conference, the Board assessed a civil penalty of \$1,000 and a satisfactory inspection. Mr. Chaudhry may appeal to a formal hearing.

Simms Motors, LLC and Jamal D. Simms – On April 8, 2019, an informal fact-finding conference was conducted to address the alleged violations of failure to maintain posted business hours, and comply with previous warnings. Based on the information provided at the conference, the Board assessed a civil penalty of \$750 and a satisfactory inspection. Mr. Simms may appeal to a formal hearing.

Premium Motors, Inc. and Khalid Majeed – On April 18, 2019, an informal fact-finding conference was conducted to address the alleged violations of failure to maintain posted business hours, dealer records, and comply with previous warnings. Based on the information provided at the conference, the Board assessed a civil penalty of \$3,000 and a satisfactory inspection. Mr. Majeed may appeal to a formal hearing.

Formal Hearings

Xceleration Auto Sales, LLC and Hatim Abed – Historical Overview leading up to the formal hearing: On August 28, 2018, an informal fact-finding conference was conducted to address the alleged violations of failure to maintain liability insurance on each D-tag. Based on the information provided at the conference, during the January 2019 Board meeting, the Board assessed a civil penalty of \$2,000. On February 22, 2019, Mr. Abed appealed the Board's decision to a formal hearing. On April 8, 2019, a formal hearing was conducted to address the above alleged violations. Based on the information provided at the hearing, the Board assessed a civil penalty of \$2,000. Mr. Abed may appeal to circuit court.

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Board Actions

Administrative Actions:

Central Virginia Motorcars, LLC and Dustin Patrick Milan. Failed to pay a \$2,000 civil penalty for failure to maintain liability insurance on each D-tag, and was suspended and turned over to debt set-off.

Mac Automotive, LLC and Latisha Goodman-Cuffee. Paid a \$500 civil penalty for failure to maintain liability insurance on each D-tag.

Shoreline Auto Center, Inc. and Jody E. Midgette. Paid a \$250 civil penalty for failure to provide proof of salespersons employed on a W-2.

Ride 4 Less, LLC and James Patrick. Paid a \$250 civil penalty for failure to maintain dealer records, records of D-tag usage, and proof of safety inspection prior to retail sale.

Drive Automotive and Jerome J. Caudillo. Paid a \$1,250 civil penalty for failure to maintain liability insurance on each D-tag.

Bay Auto Mall and Russell Smith. Failed to pay a \$500 civil penalty for unlicensed salespersons, and failure to show proof of W-2 employment. Dealer was suspended and turned over to debt set-off.

Cycle City Corp and James Steineke. Paid a \$250 civil penalty for failure to obtain a supplemental sales license prior to an off-site sale.

Koons Automotive, Inc. and John Koons III. Paid a \$250 civil penalty for failure to provide proof of safety inspection prior to retail sale, and failure to maintain dealer records.

Tan Auto Body & Used Cars Sales and Vinh Nguyen. Paid a \$250 civil penalty for failure to maintain posted business hours.

JC Auto World and Mehmet Gokce. Paid a \$500 civil penalty for failure to maintain dealer records.

Auto Specialist and William Outland, Jr. Paid a \$500 civil penalty for providing proof of salespersons employed on a W-2.

Unique Auto Sales and Christelle Issa-Ghaleb. Paid a \$1,000 civil penalty for failure to maintain liability insurance on each D-tag.

Forward Auto Sales, LLC and Mathew Said Johnson. Paid a \$500 civil penalty for failure to provide proof of safety inspection prior to retail sale, and maintain dealer records.

Auto Icon Motor Group LLC and Dennis J. Rodrigues. Paid a \$1,500 civil penalty for failure to maintain dealer records, provide proof of safety inspection prior to retail sale, and salespersons employed on a W-2.

Steve's Auto Sales and Dennis Christian. Paid a \$1,250 civil penalty for failure to maintain dealer records, proof of safety inspections prior to retail sale, and failure to maintain liability insurance on each D-tag.

CMF Auto Sales and Dustin M. Finnell. Paid a \$250 civil penalty for failure to maintain dealer records.

ABCDieselz and Jason Drew Adams. Paid a \$250 civil penalty for failure to maintain dealer records.

Imagez Auto Sales & Rentals and Kenton Lamar Amos. Paid a \$2,500 civil penalty for failure to maintain liability insurance on each D-tag.

Pioneer Chevrolet Inc. and Harold J. Crabtree. Paid a \$1,250 civil penalty for failure to provide proof of safety inspection prior to retail sale.

Board Actions

Logics Auto Sales & Service, LLC and Jayland Sandoval Gonzalez. Paid a \$250 civil penalty for failure to maintain dealer records.

Star Auto Sale, Inc. and Waheed Ismail. Paid a \$2,000 civil penalty for failure to maintain liability insurance on each D-tag.

United Auto Corp and Mugtabi Kamal Ahmed. Paid a \$2,000 civil penalty for failure to maintain liability insurance on each D-tag.

City Motor Car Co., LLC and William Trinkle. Paid a \$250 civil penalty for failure to maintain dealer records.

Miles Auto and Daniel R. Miles. Paid a \$250 civil penalty for failure to maintain dealer records.

Virtuous Motors, LLC and Khaliq Shabazz. Paid a \$750 civil penalty for failure to maintain posted business hours.

Xclusive Autos and Raifat Taiseer Salem. Paid a \$750 civil penalty for failure to maintain posted business hours.

Affordable Automotive Sales and Christopher Thayer. Paid a \$750 civil penalty for failure to maintain posted business hours.

Rick's Used Cars, Inc. and Rickie L. Seward. Paid a \$2,000 civil penalty for failure to maintain liability insurance on each D-tag.

Licensing

Informal fact-finding conferences:

Yonnie H. Christo, Jr., Sales Applicant – On February 25, 2019, an informal fact-finding conference was conducted to address the alleged violations of deceptive acts and practices, and having been convicted of a felony. Based on the information provided at the conference, the Board denied Mr. Christo a salesperson license. Mr. Christo, Jr. may appeal to a formal hearing.

Advertising

Informal fact-finding conferences:

Five Star Motors, LLC and Lener J. Paz Garcia – On April 9, 2019, an informal fact-finding conference was conducted to address the alleged violations of advertisements placed on Craigslist under the owner category instead of the dealer category. The ad failed to disclose the processing fee and the dealer name or vadr. Also, the contact number listed was not a number listed on record. Based on the information provided at the conference, the Board assessed a civil penalty of \$1,000. Mr. Paz Garcia may appeal to a formal hearing.

Administrative Actions:

Capitol Motors, LLC and Luis Munayco. Paid a \$250 civil penalty for advertising vehicles on Craigslist under the category “owner” when the advertisements should be placed under the category “dealer”. There are also two advertisements that list prices on the main listing page and when you open up the page, the prices are different

Board Actions

which is considered “Bait” advertising. Also, our records indicate that the dealership has a \$249 processing fee; however, the processing fee was not disclosed in the advertisements. In addition, some of the advertisements failed to disclose the name of the dealership or VADLR, indicating a Virginia dealer. All of the above violations would also fall under the category of Deceptive Acts and Practices.

Auto World of Chester and Earnest Wade Harrison. Paid a \$250 civil penalty for advertising in the owner category in Craigslist.

Royal Pike Motors and Shadi Madain. Paid a \$250 civil penalty for advertisement placed on Craigslist under the owner category instead of the dealer category. Ad failed to disclose the name of the dealership or vadlr and the processing fee. Also, the contact number was not the number to the dealership.

For prior issues of Dealer Talk click [HERE](#)

Tips on Clear & Conspicuous Advertising

The same consumer protection laws that apply to commercial activities in other media apply online, including activities in the mobile marketplace. The FTC Act’s prohibition on “unfair or deceptive acts or practices” encompasses online advertising, marketing, and sales. In addition, many Commission rules and guides are not limited to any particular medium used to disseminate claims or advertising, and therefore, apply to the wide spectrum of online activities.

Required disclosures must be clear and conspicuous. In evaluating whether a disclosure is likely to be clear and conspicuous, advertisers should consider its placement in the ad and its proximity to the relevant claim. The closer the disclosure is to the claim to which it relates, the better. Additional considerations include: the prominence of the disclosure; whether it is unavoidable; whether other parts of the ad distract attention from the disclosure; whether the disclosure needs to be repeated at different places on a website; whether disclosures in audio messages are presented in an adequate volume and cadence; whether visual disclosures appear for a sufficient duration; and whether the language of the disclosure is understandable to the intended audience.

To make a disclosure clear and conspicuous, advertisers should:

- Place the disclosure as close as possible to the triggering claim.
- Take account of the various devices and platforms consumers may use to view advertising and any corresponding disclosure. If an ad is viewable on a particular device or platform, any necessary disclosures should be sufficient to prevent the ad from being misleading when viewed on that device or platform.
- When using a hyperlink to lead to a disclosure:
 - make the link obvious;
 - label the hyperlink appropriately to convey the importance, nature, and relevance of the information it leads to;
 - use hyperlink styles consistently, so consumers know when a link is available;
 - place the hyperlink as close as possible to the relevant information it qualifies and make it noticeable;
 - take consumers directly to the disclosure on the click-through page;
- Necessary disclosures should not be relegated to “terms of use” and similar contractual agreements.
- Display visual disclosures for a duration sufficient for consumers to notice, read, and understand them.
- Use plain language and syntax so that consumers understand the disclosures.

IMPORTANT NOTICE TO PROSPECTIVE DEALERS

The path to a Dealer-Operator license begins with a required two-day course of study each month at various community colleges in Virginia with the curriculum and instruction provided by [VIADA](http://viada.org). The course takes the attendee from establishing the dealership under local zoning and Dealer Board requirements, through the sales process with its multitude of forms, laws and regulations, into a sampling of opening and operating expenses, and ending with a discussion on ethics. The course is also open to all existing dealers and their employees.

THE FOLLOWING COURSES ARE REGISTERED THROUGH VIADA,

CALL 1-800-394-1960 to register or visit viada.org

June 4-5	Germanna Community College, Fredericksburg (10000 Germanna Point Dr, Fredericksburg, VA 22408)
June 25-26	Danville Community College, Danville (121 Slayton Ave, Danville, VA 24541)
July 9-10	Comfort Suites Manassas Battlefield Park, Manassas (7350 Williamson Blvd, Manassas, VA 20109)
July 23-24	New River Community College, Christiansburg (782 New River Road NW, Christiansburg, VA 24073)
August 6-7	Thomas Nelson Community College, Hampton (600 Butler Farm Rd, Hampton, VA 23666)
August 20-21	Comfort Inn Monticello, Charlottesville (2097 Inn Drive, Charlottesville, VA 22911)
September 17-18	Reynolds Community College, Henrico (1651 E. Parham Rd, Henrico, VA 23228)
October 8-9	Lord Fairfax Community College – Fauquier Campus, Warrenton (6480 College St, Warrenton, VA 20187)
October 22-23	New River Community College – Christiansburg (782 New River Rd, Christiansburg, VA 24073)
November 5-6	Comfort Suites Manassas Battlefield Park, Manassas (7350 Williamson Blvd, Manassas, VA 20109)
November 19-20	Germanna Community College, Fredericksburg (10000 Germanna Point Dr, Fredericksburg, VA 22408)
December 10-11	Reynolds Community College, Henrico (1651 E. Parham Rd, Henrico, VA 23228)

MOTOR VEHICLE DEALER BOARD

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DISCLAIMER: We make every effort to ensure information in Dealer Talk is accurate, but it is not a substitute for legal advice.



MVDB Mission Statement

The Motor Vehicle Dealer Board will administer sections of the Commonwealth's Motor Vehicle Dealer Laws and regulations as charged; promote the best interest of both the automotive consumer and dealer community; while providing a high level of customer service.

What's Wrong With This Picture?

This dealership is in violation of §46.2-1533, failure to maintain posted business hours, due to the fact that they did not notify the Board that they would be away during posted business hours.

In addition, this dealership failed to use the proper temporary closing notice, the [MVDB 40](#), or state clearly the specific date and time the dealership would be closed during the posted business hours; and more importantly, what date and time the dealership would re-open. If you need further guidance on temporary closings, please click [HERE](#) for our guidance document.

