

SECTION 15
INCENTIVE ADVERTISEMENT RULES

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INCENTIVE ADVERTISING

The department has promulgated rules to regulate the advertising of vehicles offered for sale by vehicle dealers (ARSD 61:24:07). These rules concern the price advertising, availability and general advertising practice of selling motor vehicles.

An advertisement is defined (SDCL 32-6B-64) as any oral, written or graphic statement that offers for sale a particular vehicle or vehicle parts and services or which indicates the availability of a vehicle or vehicle goods or services.

The term includes any statement or representation made in a newspaper, periodical, pamphlet, circular, other publications, or on a radio or television; contained in any notice, handbill, sign, billboard, poster, bill, catalog or letter; or printed on or contained in any tag or label that is attached to a vehicle.