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Briana Rodriguez
Attorney, ArentFox Schiff



Lisa Singer
Automotive Compliance
Director, ArentFox Schiff

Dealer Licensing: Overview and Best Practices

By: Briana Rodriguez, Attorney, ArentFox Schiff & Lisa Singer, Automotive Compliance Director, ArentFox Schiff

Introduction

A dealer license is the single most important piece of paper in a dealership. Required under the laws of all 50 states, a dealer license must be obtained prior to selling new or used vehicles. Without a valid dealer license, a dealership quickly becomes a vehicle storage facility.

Specific dealer license requirements vary from state to state. Despite significant variation, certain requirements and best practices apply across the board. This article will explain the general requirements for obtaining a dealer license, best practices for navigating the dealer licensing process, and how to maintain the license once granted.

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CONTACT US:

NADC

1800 M Street, NW
Suite 400 South
Washington, DC 20036
202-293-1454
Fax: 202-530-0659
info@dealercounsel.com
www.dealercounsel.com

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When is a Dealer License Required

A dealer license is required for the sale of new or used vehicles. Before a dealer can open for business, the license must be granted by the relevant regulatory authority. This is true as well during a buy-sell. Typically, the buying dealer must obtain a new dealer license to continue doing business after the close of the sale, even when the selling dealer is already properly licensed. In addition, if a dealer obtained a license but it expired without proper renewal, the dealer may be required to apply for a new license.

When to Get Started

Ensuring the license is obtained on the required timeline is a challenge. The timing for obtaining a license varies significantly from state to state and can range anywhere from 10 days to several months. Beginning the process as soon as you know a license will be required is key to ensuring the license is received within the desired timeline. Alternatively, creating a timeline and working backwards from the date the license is required, such as the buy-sell closing date or the dealership opening date, can help to obtain the license on schedule.

Who Grants the License

Dealer licenses are typically granted by the state's department of motor vehicles, department of transportation, department of revenue, or other agency that regulates the sale of new and used vehicles. Representatives of these agencies handle dealer licensing on a regular basis and can answer questions to assist with navigating the licensing process.

Maintaining Strong Regulator Relationships

Knowing who to reach out to when you have a question is the first hurdle in successfully obtaining a dealer license. Application forms must be filled out and boxes ticked, but ultimately the applications are granted by agency representatives. Identifying the right contacts and maintaining strong relationships and communication with the people handling the applications is key to understanding the application requirements and navigating the licensing process.

Application Requirements

The application forms collect information about the dealership legal entity, the owners/operators of the dealership (often requiring fingerprints and a background check), and the dealership facilities. Thoroughly reviewing the application, instructions, and other available reference

materials, and identifying any questions for the regulator upfront pays dividends in the long run. Raising questions early and ensuring the application is filled out completely and correctly limits back and forth with the regulator and can help to avoid unnecessary delays.

Understanding Supplemental Requirements

Beyond the application information regarding the legal entity, the applicants, and the dealership facility, many other operational requirements must be met. Common requirements include proof of insurance, surety bond, zoning approval, sales tax license, photos of the business, dealer education courses, obtaining a fictitious business name, business license, and in the case of a new vehicle dealership, approval from the franchisor.

Gathering the Information

In single state submissions, studying the license application itself and any supporting materials provided can help generate a straightforward and comprehensive checklist. But with more complex transactions, such as multi-state buy-sells, the information requirements can quickly expand. Often, states ask similar but slightly different questions, which in certain cases can produce varying responses. Accurately synthesizing the requirements across multiple jurisdictions makes the process more straightforward when it comes time to fill out the application forms.

Submitting the Application

Some states have systems for submitting application materials online, while others require paper applications. Certain states will accept submission of incomplete applications, for example, when a franchise authorization or fictitious business name will be obtained later in the process. Along with document submission, a license fee is often collected at the time of application. Fees can range from \$100 to hundreds of dollars. Some states accept payment by credit card, but many require payment through check or certified funds.

Other Dealer Licensing Requirements

The licensing requirements don't end with the dealer license. In many states, salesperson licenses must be obtained for members of the dealership sales staff. And in some states, at least one salesperson license must be submitted along with the dealer license application. In addition, some states require a dealer's repair facility to be licensed if the dealership performs repairs for consumers. In some cases, it may take longer to get the repair facility license than it

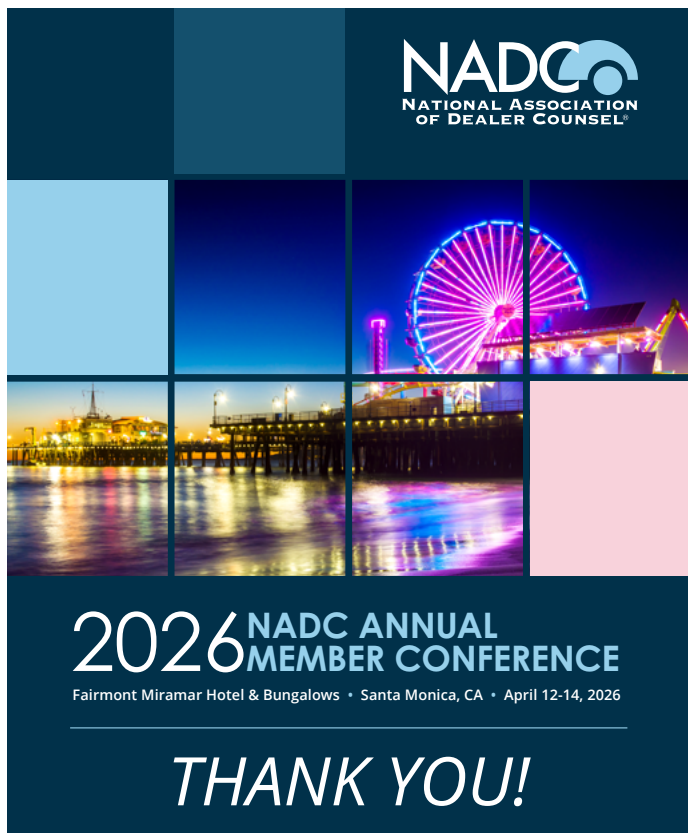
does to obtain the dealer license, and may also come with an EPA permit requirement. Certain states also require dealers to obtain separate licensing to provide financing.

Maintaining the Dealer License

Once a dealership obtains their dealer license and other associated licenses, efforts must be taken to maintain them. Take note of the license expiration date, as licenses are granted for various terms, and ensure steps are taken well in advance of the license expiration to complete the renewal. When managing multiple licenses, a license tracker document should be created to track all licenses and renewal deadlines.

Conclusion

Obtaining and maintaining a dealer license is the single most important step to ensuring the ongoing operations of day-to-day dealership business. The application process is complex and time consuming. Significant preparatory work is required to identify all licensing requirements, gather the necessary information, and complete the applications accurately. Beginning preparations early and dedicating appropriate time and resources to obtaining and maintaining the dealer license upfront will help lead to a positive licensing outcome.



AUTHOR BIOS

Briana Rodriguez is an Attorney in the Automotive group and provides strategic counsel to dealers, distributors, tech companies, electric vehicle startups, and mobility innovators on a broad range of legal and regulatory matters, with a practice spanning vehicle distribution, dealer franchise law, automotive safety, state licensing, and marketing.

Prior to joining ArentFox Schiff, she served as Associate General Counsel at a commercial electric vehicle startup, leading legal support for distribution, sales, licensing, automotive safety, energy services, and marketing.

Her publications include “San Manuel’s Second Exception: Identifying Treaty Provisions That Support Tribal Labor Sovereignty,” Michigan Journal of Environmental and Administrative Law (Jan. 2017). She also served as a member of the Board of Trustees for Michigan Indian Legal Services from 2018 to 2021.

Lisa Singer is the Automotive Compliance Director in ArentFox Schiff’s Automotive Practice Group, which Chambers USA recognizes as a leader in Transportation: Road (Carriage/Commercial). She represents automobile dealers, technology companies, and other businesses on regulatory and transactional matters related to automotive compliance. Her expertise spans vehicle sales and finance, leasing, repair services, vehicle protection products, consumer credit, dealership licensing, vehicle advertising, consumer privacy and information safeguards, and vehicle registration and titling requirements.

As an attorney admitted to the California bar, Lisa previously served as Director of Legal Affairs at KPA, LLC; Executive Vice President of Auto Advisory Services; and vice president and general counsel of an automotive group in San Diego, California.

Her publications and presentations include “California Bill to Regulate Vehicle Speed and Reduce Road Fatalities Introduced in State Senate,” ArentFox Schiff Alert (co-author), January 30, 2024; “Illegal Incentives Related to Electronic Vehicle Registration,” ArentFox Schiff Alert (co-author), August 23, 2023; and “Legal Developments for Dealers in the Era of Covid-19,” NCM Associates, DHG Dealerships, and Haig Partners — Emerge Stronger webinar series, July 15, 2020.





Anthony Bento
Chief Legal Officer

AUTHOR BIO

Anthony Bento is the Chief Legal Officer at the California New Car Dealers Association. As the Chief Legal Officer, Anthony serves as CNCDA's chief legal counsel and advocates on behalf of dealer interests with California's various regulatory agencies and Capitol policymakers. Anthony is also the primary architect of CNCDA's member compliance resources, including webinars, alerts, and manuals designed specifically for California's new car dealers.

Early Litigation Victories in California's Fight Against Legacy Automaker Direct Sales

By Anthony Bento, Chief Legal Officer, California New Car Dealers Association

Introduction

As Chief Legal Officer for the California New Car Dealers Association (CNCDA), I have led our association's efforts in two lawsuits challenging manufacturer attempts to unlawfully compete with their dealers through affiliate brands. In the past month, CNCDA has secured favorable rulings in both cases—CNCDA v. Volkswagen Group of America, Inc., Case No. 25-cv-01316-BAS-DEB (S.D. Cal.), and CNCDA v. American Honda Motor Co., Inc., Case No. 25SMCV04336 (L.A. Cnty. Super. Ct.). This article provides an overview of these rulings and their significance for dealer counsel nationwide, particularly as similar litigation proliferates in other states.

Background: AB 473 and the Affiliate-Brand Problem

At the dawn of this decade, California's Vehicle Code prohibited a manufacturer from competing "with a dealer in the same line-make" in "the relevant market area." (California Vehicle Code § 11713.3(o).) This protection was important – it helped CNCDA secure a victory against Volvo on Care by Volvo, which sought to transform dealers into agents of their manufacturer. It also helped CNCDA block Chrysler's attempt to establish a factory-owned store in 2011. But this language left a gap: a manufacturer could create a new entity under a new brand and sell directly to consumers without technically competing in the same "line-make."

By 2022, it became clear that several legacy automakers were considering direct-to-consumer approaches with new brands.

Recognizing this threat, and understanding the gap in our then-current law, CNCDA sponsored AB 473 (2023), which amended § 11713.3 to prohibit a manufacturer from competing "with their franchisees in the sale, lease, or warranty service of new motor vehicles," acting "directly or indirectly through an affiliate." The amended statute removed the "same line-make" and "relevant market area" restrictions and expanded the competition prohibition to sales by manufacturer affiliates. "Affiliate" is defined broadly as any person who "directly or indirectly through one or more intermediaries, controls, is controlled by, or is under the common direction and control with, another person."

Both Volkswagen (through Scout Motors) and Honda (through the Sony Honda Mobility joint venture's Afeela brand) opposed AB 473 during the legislative process. Scout Motors' General Counsel wrote twice to our legislature, claiming that the law could "kill[] off" Scout's ability to sell direct. Despite this, both companies proceeded with direct-to-consumer programs after California's legislature unanimously passed the measure and it took effect. CNCDA filed suit against VW and Scout on April 22, 2025, and against American Honda and Sony Honda Mobility on August 19, 2025.

The Federal Court Ruling: CNCDA v. Volkswagen

On March 30, 2026, Chief Judge Cynthia Bashant denied Volkswagen Group of America's (VWGoA) motion to dismiss and denied Scout's motion to dismiss our Unfair Competition Law claim¹. The order

¹ The court sustained Scout's motion to dismiss on an ancillary claim on false advertising, and the court dismissed claims against Volkswagen AG (the German parent) without prejudice for lack of personal jurisdiction. This was not surprising and should not impact CNCDA's core legal claims against VWGoA and Scout.

addressed several issues of first impression under the amended statute.

“Through an Affiliate” Does Not Require Affirmative Direction. VWGoA argued that “indirectly through an affiliate” required some affirmative act on its part. The court rejected this reading, finding that “through” introduces the means by which a manufacturer can compete with its franchisees, not a requirement of affirmative direction. The court further noted that § 11713.3’s definition of “affiliate” extends to entities “under the common direction and control with” another person—language encompassing subsidiaries under a common parent without requiring direct ownership between the specific entities.

Competition Does Not Require a Completed Sale. Defendants argued that Scout’s \$100 Reservation Agreement did not transfer title, so no statutory violation had occurred. The court found this reading internally inconsistent: if a completed sale were required, one could never “compete” in a sale already finished. The statute’s operative concept is competition, not consummation. CNCDA’s allegations were bolstered by declarations from VW franchise dealers describing lost customers waiting for Scout vehicles.

Safe Harbor and “New Line” Arguments Rejected. Scout argued its DMV dealer license constituted a safe harbor and invoked § 11713.3(o)(4)(B), which exempts manufacturers creating “a new line of motor vehicles and using new or existing franchisees to sell and service those vehicles.” The court found no evidence the DMV reviewed compliance with § 11713.3(o) before licensing and held the “new line” exception undermined Scout’s position: it permits a new line to be sold, but only through a franchised dealer network.

The State Court Ruling: CNCDA v. American Honda

On March 6, 2026, Judge Mark Epstein of the Los Angeles County Superior Court overruled all demurrers filed by American Honda and Sony Honda Mobility of America.

The Honda case is like the VW case, but with a few notable factual differences. While VW intends to sell Scout vehicles throughout the country, Honda’s Afeela vehicles were intended to be initially sold in California. The Honda case also presented a more complex affiliate chain. Sony Honda Mobility (SH) is a 50/50 joint venture of Honda Motor Co. (HMC) and Sony Corporation. American Honda, a separate HMC subsidiary, distributes Honda and Acura vehicles through California franchisees.

Despite this more attenuated connection, the court found that HMC’s 50% ownership of SH, combined with its control of manufacturing through another subsidiary, was sufficient at the pleading stage to support a finding of practical control. The court emphasized that the statutory definition of “affiliate” is “intentionally broad and sweeping” and that the definition of “control” is “practical” rather than “formalistic.”

Weeks later, on March 25, 2026, Sony Honda Mobility discontinued the Afeela program. The company cited Honda’s broader retreat from its North American EV strategy, but the announcement came less than three weeks after the court denied all of Sony Honda’s dispositive motions.

The National Landscape

CNCDA’s cases are part of a growing wave of litigation. In February 2025, approximately 30 VW and Audi dealers filed suit in Miami-Dade County, Florida, arguing that Scout’s reservation program violated Florida franchise laws and that Scout qualified as a “common entity” of Volkswagen under Florida’s statutory definition. In January 2026, VW, Audi, and Porsche dealers in Colorado sued the state itself, challenging the Motor Vehicle Dealer Board’s grant of a direct-sales license to Scout and arguing that Scout’s extended-range vehicles disqualify it from exemptions reserved for EV-only manufacturers. And in March 2026, two VW dealers filed a nationwide class action in the Eastern District of Virginia, alleging that Scout’s direct-to-consumer model breaches Volkswagen’s dealer agreements.

These cases each take different approaches—statutory affiliate prohibitions, common-entity definitions, EV classification challenges, and contractual breach theories—but share a common premise: a manufacturer with an existing franchise network cannot circumvent its obligations by routing sales through an affiliate.

Takeaways for Dealer Counsel

These rulings offer several practical takeaways. California’s broad definition of “affiliate”—and the courts’ willingness to apply it functionally—provides a model for states evaluating whether their franchise laws address the affiliate-brand loophole. The rejection of the “completed sale” defense confirms that reservation programs can constitute actionable competition with franchisees. And the safe harbor and DMV licensing arguments that failed in both courts will likely be deployed in other jurisdictions. Counsel with questions about California’s approach or the details of these rulings are welcome to contact CNCDA directly.



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Andrea Amico
Founder / CEO

AUTHOR BIO

Andrea Amico is one of the world's leading authorities on vehicle privacy and data security and founder of Privacy4Cars, the first and only privacy-tech company focused on identifying the challenges posed by vehicle data and creating solutions to better protect consumers and businesses alike by offering improved privacy, safety, security, and compliance. Privacy4Cars' suite of dealer solutions includes Vehicle Privacy Report™ for standardized automotive privacy disclosures, AutoCleared™ for deletion of personal data stored in vehicles, and DisconnectedCar™ for severing digital ties between connected vehicles and prior users. More information is available at privacy4cars.com.

Paying for Cars with Money and Personal Data: FTC Pricing Transparency, Driver Data Collection, & Dealer Disclosures

By Andrea Amico, Founder/CEO, Privacy4Cars.com

On March 13, 2026, the Federal Trade Commission sent warning letters to 97 auto dealership groups nationwide¹, putting them on notice that advertised vehicle prices must reflect the total price consumers will actually pay. The letters warned that deceptive pricing harms not only consumers but competition itself, by disadvantaging sellers who deal honestly. Just two weeks later, the FTC and the Maryland Attorney General announced their first settlement against a dealership group² alleging systematic deceptive pricing. The \$3.1 million civil suit settlement also allows for a redress scheme for affected consumers estimated at \$75 million, going back five and a half years.

But pricing is only half the transparency problem the FTC is targeting in automotive; personal data collection is the other.

Two months earlier in January 2026, the FTC finalized a landmark 20-year consent order against General Motors and OnStar³ for collecting and selling consumers' precise geolocation and driving behavior data without informed consent. Many states, including Texas, Arkansas, Iowa, Nebraska, Indiana, and California also brought suits under their "mini FTC" acts, alleging the collection, processing, and sale of sensitive driving data without vehicle buyers' knowledge or consent is unfair or deceptive. Many news articles and the proceedings

above illustrated that the sharing and selling of this personal data affected consumers financially (e.g. their insurance coverage and/or rates). For example, the New York Times discovered that LexisNexis had compiled 130 pages of detailed driving records for a single Cadillac owner and his insurance costs had jumped 21%, despite never having been in an accident⁴.

Taken together, it appears the FTC, the current Administration, and a growing list of Attorneys General are concerned with how transparency affects consumer choice and vehicle affordability. The common theme is: **consumers are entitled to a prominent and accurate accounting of what a vehicle will cost them, not just in dollars, but also in the personal data that connected cars now collect.**

As NADC members assess their clients' or employers' advertising and price transparency practices and compliance, they should give equal attention to fairly disclosing the collection, sharing, or selling of personal data a rising share of vehicles enable. In its class action court defense, GM has argued its practices are consistent with the rest of the industry. The FTC found GM's practices (disclosures included in the privacy policies and terms triggered by default at transaction) to not meet the bar of "Clear and Conspicuous Disclosure".⁵ Counsel should recognize that

¹ https://www.ftc.gov/system/files/ftc_gov/pdf/AutoWarningLetter.pdf

² <https://www.ftc.gov/news-events/news/press-releases/2026/04/ftc-maryland-attorney-general-secure-full-refunds-additional-penalties-against-lindsay-auto-group>

³ <https://www.ftc.gov/news-events/news/press-releases/2026/01/ftc-finalizes-order-settling-allegations-gm-onstar-collected-sold-geolocation-data-without-consumers>

⁴ <https://www.nytimes.com/2024/03/11/technology/carmakers-driver-tracking-insurance.html>

⁵ https://www.ftc.gov/system/files/ftc_gov/pdf/GMAdminOrderDec2025.pdf

the representations made to consumers. ***The question dealer counsel should be asking is: what is the dealership's current role and ability to fairly and transparently inform customers about the data practices of the vehicles they sell in a way that informs consumers, protects dealers, and does not hinder the sales process?*** Answering this question is urgent. Privacy4Cars' studies as early as in 2024 consistently demonstrated that dealership personnel struggle as much as consumers do in understanding what data and privacy practices apply to any given vehicle for sale on their lot, and to present that information consistently, succinctly, and clearly. When the dealership salesperson is herself or himself misinformed, it logically ensues that the consumer ends up being misinformed, too.

The challenge is not one of effort or intent, but of complexity. Automotive privacy disclosures are long, difficult to read, and voluminous. Manufacturer and third-party service provider personal data business practices are scattered across multiple documents per vehicle (main privacy policies, connected services terms, app terms, and third-party service agreements) that take hours to read and are written in legalese requiring graduate-level education to comprehend. For example, one 2024 vehicle sold in the United States required consumers to locate and read twelve separate privacy-related documents, with the connected services and telematics policy written at an 18th-grade reading level, to understand the vehicle's data practices. Total estimated reading time: five and a half hours. This is not a burden any reasonable consumer will undertake. And critically, it is not one your dealership staff can navigate either.

The result is a market failure that mirrors the one the FTC identified in its pricing letters: consumers cannot comparison-shop on data practices because they do not know what they are agreeing to, and dealerships that correctly invest in privacy transparency compete with dealers who don't. A growing number of regulators and elected officials have made similar observations and are taking enforcement or legislative action. California is perhaps the clearest example: the need for retailers to have to disclose data practices of devices and services they sell, and the specific case of automobiles (the example was about rental vehicles, which are analogous to loaners) were explicitly discussed during the proposed amendments of California Consumer Privacy Act. In fact, Cal. Code Regs § 7003 and § 7012 amendments require dealers to issue

notice to consumers about vehicles' data collection before it starts (i.e. reasonably, before a first test drive occurs).

Practical Implications for Dealer Counsel to Fairly and Transparently Disclose Vehicle Data Practices in a Way That Informs Consumers, Protects Dealers, and Does Not Hinder the Sales Process

The convergence of the FTC's pricing enforcement and its connected-vehicle data enforcement creates disclosure obligations that dealer counsel should evaluate at three critical moments:

- **Dealer disclosures before the transaction.** Dealers are the primary point of contact when a consumer commits to a vehicle. Counsel should assess whether the dealership provides clear, vehicle-specific privacy disclosures before data collection starts (i.e. well in advance of a sale), covering what data the manufacturer and connected service providers collect, share, and sell.
- **Dealer disclosures after the transaction.** Once a consumer takes ownership of a connected vehicle, they are typically opted-in to data collection by default and may have state-law rights to opt out that they do not know about. Counsel should assess whether the dealership proactively presents consumers with vehicle-specific privacy choices after the sale, including how to exercise applicable opt-out rights.
- **When a consumer relinquishes the vehicle.** Trade-ins, lease returns, loaners, and total-loss vehicles retain personal data, such as contacts, call logs, text messages, navigation history, garage door codes, payment information, and biometric data. Over 80% of vehicles resold today contain previous owners' personal information, and over 200 state laws regulate the handling of electronic personal data stored and transmitted electronically across all classes of devices. The GM settlement itself highlighted the need to dispose of data collected. Counsel should evaluate whether the dealership proactively offers in-vehicle data deletion when consumers give up a vehicle, and whether administrative and technical measures produce auditable compliance records. For dealers in New Jersey, this is required explicitly and specifically for automobiles by law, pursuant to the 2024 NJ Motor Vehicle Data Deletion Act⁶.

Dealer counsel should evaluate how to leverage technology to remove subjectivity and human error from the process

⁶ https://pub.njleg.state.nj.us/Bills/2022/A5000/4723_R2.PDF

Example of the Reading Level and Reading Time

UNIQUE DOCUMENTS 12	WORDS 66,144	READ TIME** 329 min
<u>Main Privacy Policy</u> Last Updated: 9/25/2024	5,321 Reading Level: 17th Grade***	27 min
<u>Main TOS</u> Last Updated: Undated	2,808 Reading Level: 15th Grade***	14 min
<u>Vehicle Owners Privacy Policy</u> Same As Main Privacy Policy	Same Reading Level: Same	Same
<u>Vehicle Owners TOS</u> Same As Main TOS	Same Reading Level: Same	Same
<u>Connected Services/Telematics Privacy Policy</u> Last Updated: 9/25/2024	3,475 Reading Level: 18th Grade***	17 min
<u>Connected Services/Telematics TOS</u> Last Updated: 05/01/2018	12,669 Reading Level: 15th Grade***	63 min
<u>Sirius XM: Main Privacy Policy</u> Last Updated: 6/30/2023	10,996 Reading Level: 12th Grade***	55 min
<u>Sirius XM: Main TOS</u> Last Updated: 1/19/2018	3,843 Reading Level: 11th Grade***	19 min
<u>Android Auto: Main Privacy Policy</u> Last Updated: 10/4/2023	9,362 Reading Level: 8th Grade***	47 min
<u>Android Auto: Main TOS</u> Last Updated: 1/5/2022	3,492 Reading Level: 11th Grade***	17 min
<u>Apple Carplay: Main Privacy Policy</u> Last Updated: 12/22/2022	4,069 Reading Level: 13th Grade***	20 min
<u>Apple Carplay: Main TOS</u> Last Updated: 11/20/2009	3,404 Reading Level: 15th Grade***	17 min
<u>Amazon Alexa: Main Privacy Policy</u> Last Updated: 8/11/2023	3,634 Reading Level: 11th Grade***	18 min
<u>Amazon Alexa: Main TOS</u> Last Updated: 9/14/2022	3,071 Reading Level: 12th Grade***	15 min

*Estimate based on public disclosures made in the Privacy Policy (PP) and Terms Of Service (TOC) of the vehicle's OEM (Original Equipment Manufacturer) and third party service providers. For full disclosure and information go to the links provided.

**Average time to read entire document(s) at 200 words per minute.

***Flesch-Kincaid Grade Level (FKGL): a readability test designed to indicate how difficult a passage in English is to understand. It is comparable to the proficiency an average student has to achieve at that grade of education in the United States. The lower the number, the easier it is to comprehend a text. In the USA, several States require by law that auto insurance documents have a FKGL of 9th grade or below (14-15 years old).

of personal data practices' disclosure, not differently than what they may do today in handling disclosures of specs or vehicle history.

Looking Ahead

The FTC's dual focus on pricing deception and data deception in the auto industry is not coincidental. Both reflect the same core principle: consumers are entitled to know the full terms of a transaction, and its proposed impact—both in dollars and data—before they commit to it. As connected-vehicle technology continues to expand, and as the data collected by vehicles becomes more granular, more commercially valuable, and more consequential to consumers' financial lives, the gap between what consumers know and what they are agreeing to will only grow, opening the door for an increase in costly enforcement and class actions.

The 97 warning letters and the GM/OnStar consent order together send a clear message: the FTC is watching the auto industry on both fronts. Dealer counsel would be well advised to treat vehicle data transparency with the same urgency as pricing compliance — before the next round of enforcement letters arrives—and to consider the complexities of such data disclosures and how to set proper processes and possibly leverage technology to ensure disclosures are made early in the sales funnel in a way that drives consistency, ease of execution, does not hinder the sales process, and is documented for compliance.

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For more information, please visit <https://privacy4cars.com>.

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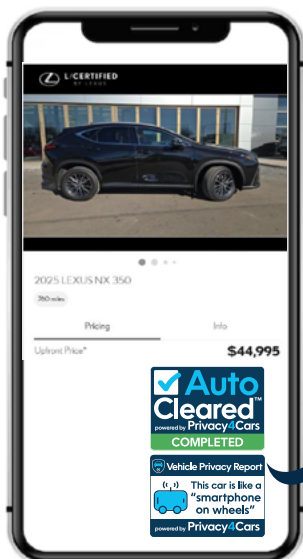
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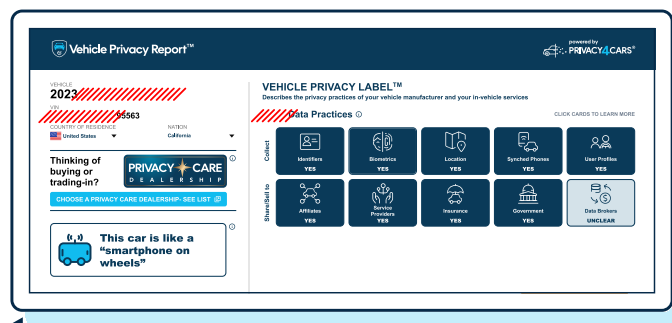
✓ **Recognized framework.** Layered, graphical data disclosures consistent with Dept. of Commerce and NIST guidance. Non-intrusive to the dealer sales process.

✓ **Addresses state requirements.** Supports compliance with California's data collection disclosure regulations for retailers in § 7003 and § 7012

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Wisconsin Dealer Law,
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President's Message

By Eric Baker, Wisconsin Dealer Law, NADC President

The saying is often attributed to Mark Twain (without support), “if you don't like the weather, wait a few minutes.” Well, so goes automotive retail. The winds recently shifted, dramatically, with the FTC advertising warning letters being issued, political developments in the Middle East and domestically, and even increasing intensity of actual severe weather events, our dealership clients are facing new and shifting challenges. Thankfully, we can rely on a well-developed communication and education channel to support our work, in today's NADC.

On behalf of our members, I'm grateful to our presenters at the 2026 Annual Conference in Santa Monica for their timely presentations, including supplements of late-breaking information and analysis on a number of trending issues dealers are facing. Likewise, the insights shared by attendees—both during the Q&As, and informally during breaks and networking events—was likewise extremely beneficial. Thanks to all who made it to Santa Monica for making yet another highly successful conference. A reminder that you can access slides and other content from the 2026 Annual Conference on the Resources portal of the NADC website, along with all of our past conference materials. If you missed out on Santa Monica, mark your calendars to be in Nashville, October 11 to 13, for our Fall Conference. Watch for the hotel block to open soon! And for those new to dealership practice or moving into different roles, look for our pre-conference Dealer 101 sessions to resume in Nashville, as well.

Our membership also greatly benefits from NADA legal team's outreach: from the always-anticipated and highly-informative NADA update sessions at our conferences—

delivered most recently by members Paul Metrey and Dan Ingber; to access to NADA member content, also available via your NADC membership; and timely messaging from NADA legal through the NADC list-serv, such as the recent updates and webinar invites to follow NADA's ongoing dialog with FTC on the new advertising guidance. Thank you to Paul and the rest of the NADA legal team for their long-standing collaboration with NADC in support of dealers.

I urge you to add your active voice to the discussion. We will soon be putting out a call for speaker proposals for the upcoming Fall Conference. We are also in constant need of content on trending legal issues for our NADC Defender newsletter. If your practice has puzzled through an issue facing auto dealers, it is likely that other members are or will be looking at the issue at some point, as well. Whether it be on existential challenges or niche topics that we may see only occasionally, we all benefit from these continuing symbiotic dialogs.

Your presence and voice is also valuable in the ongoing discussions with state and federal regulators. I and others have previously noted the annual conference of the National Association of Motor Vehicle Boards and Commissions (“NAMVBC”). State regulators representing numerous jurisdictions meet to compare notes, participate in education presentations, and develop uniform strategies on issues ranging from regulating the OEM-dealer relationship, to cross-state registration and titling concerns, fraud prevention, advertising, and numerous other topics. The NAMVBC conference leans heavily on the private sector for its presentation content, and the OEMs take this opportunity to volunteer presentations from in-house and

outside OEM attorneys and other advocates. Several of our members regularly attend and present at this conference, and NADA and ATAE representatives participate, as well, but the room has still historically skewed manufacturer heavy.

The next NAMVBC conference is scheduled for September 29 to October 2, 2026, in Providence, Rhode Island. It is being held in conjunction with the American Association of Motor Vehicle Administrators ("AAMVA") Conference; a separate but closely-aligned association of DMV administrators, law enforcement, and other regulators addressing driver licensing, vehicle operation, and highway safety regulations, among other issues. The AAMVA also allows private industry attendance, so this is a rare opportunity for you to check out both organizations in a single visit.

[For more insight into NAMVBC and AAMVA, review Defender XVII \(10\).](#)

The NAMVBC leadership is currently soliciting potential presentation topics and volunteer presenters, and conference registration is now open. You can contact Ari Gonzalez (ari.gonzalez@txdmv.gov) or Monique Johnston (monique.johnston@txdmv.gov) to let them know if you're interested in presenting on a timely topic or to register. Please consider making the dealer-voice heard at this important meeting, by your presence, or better still, by offering to present on a cross-jurisdiction or other trending regional or national issue facing motor vehicle regulators. Having myself presented at a past NAMVBC conference, I found the group to be very appreciative and approachable.

However you can participate, I look forward to your engagement in these important discussions. Perhaps I'll see you in Providence, or Nashville! Until then, enjoy the changing seasons (Santa Monica has what my appetite for a glorious Wisconsin spring and summer)!!



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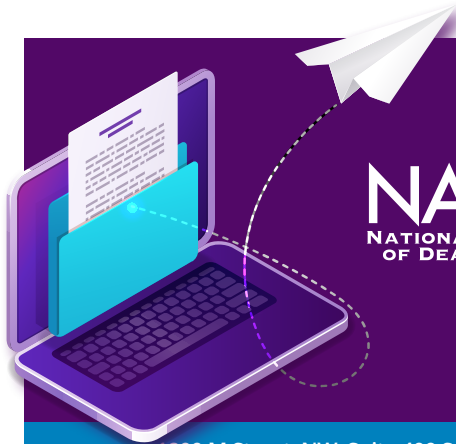
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