

Advertising Do's and Don'ts

Monday, October 23, 2017 (3:00 – 3:45 PM)

General Education Session

Junior Ballroom

In 2016 and 2017, federal regulators and state attorneys general have targeted advertising -- both misrepresentations concerning pricing and consumer savings and about the quality or nature of the vehicles sold. But, where is the line between good selling and misrepresenting? This panel will examine common advertising problems and discuss how to design your operation to avoid common pitfalls. We will discuss who your state and federal regulators are and what they are keyed into this year. We will talk about the advertising that the regulators target and the regulators' major enforcement actions. And, we will talk about Do's and Don'ts to get your advertising material into compliance.