

Sec. 45.25.400. Prohibited use of advertising terms.

(a) A motor vehicle dealer may not use the term "invoice," "factory invoice," "dealer invoice," "dealer cost," "wholesale price," or any other term of similar meaning in an advertisement for the sale of a motor vehicle.

(b) A motor vehicle dealer may use the term "manufacturer's suggested retail price," "MSRP," or "list price" in an advertisement for the sale of a motor vehicle, subject to the restriction on price comparisons in AS 45.25.450 and the following:

(1) the advertised price must reference the final price listed by the manufacturer on the Monroney sticker, including accessories and options physically attached to the vehicle at the time of delivery to the dealer, plus any transportation charges, and minus all manufacturer discounts and savings;

(2) the manufacturer's suggested retail price or the list price does not include charges added by the dealer or options added to the vehicle by the dealer; and

(3) whenever using the term "manufacturer's suggested retail price," "MSRP," or "list price," the dealer may not represent that a buyer would save money by paying a price that is lower than the "manufacturer's suggested retail price," "MSRP," or "list price."

History -

(Sec. 9 ch 79 SLA 2002; am Sec. 1 ch 171 SLA 2004)

Amendment Notes -

The 2004 amendment, effective October 24, 2004, rewrote paragraph (b)(3).

Decisions -

Quoted in *Weimer v. Cont'l Car & Truck, LLC*, 237 P.3d 610 (Alaska 2010).

Article Notes -

Cross References. For violation of AS 45.25.400 - 45.25.590 as an unlawful trade practice, see AS 45.50.471(b).