

REFERENCE TITLE: motor vehicle dealer; advertising; restriction

State of Arizona
Senate
Fifty-seventh Legislature
Second Regular Session
2026

SB 1230

Introduced by
Senator Fernandez

AN ACT

AMENDING SECTION 28-4415, ARIZONA REVISED STATUTES; RELATING TO MOTOR
VEHICLE ADVERTISEMENTS.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Section 28-4415, Arizona Revised Statutes, is amended to
3 read:

4 28-4415. Advertising; prohibited practices; definition

5 A. A broker shall not advertise or offer for sale or exchange any
6 specific motor vehicle.

7 B. A motor vehicle dealer shall not advertise or offer for sale or
8 exchange any specific motor vehicle unless one of the following applies:

9 1. The motor vehicle is for sale and located at the motor vehicle
10 dealer's established place of business.

11 2. The motor vehicle dealer discloses in the advertisement the
12 specific street address and business hours where the motor vehicle may be
13 inspected by a retail consumer.

14 3. The motor vehicle is available to the motor vehicle dealer
15 directly from the manufacturer or distributor of the motor vehicle at the
16 time of the advertisement or offer.

17 C. A broker or motor vehicle dealer may advertise the broker's or
18 motor vehicle dealer's service of arranging or assisting in effecting the
19 purchase of a new motor vehicle from a new motor vehicle dealer and
20 specify the line makes and models of the new vehicles.

21 D. A broker may not advertise the price of or payment terms for any
22 motor vehicle. A broker shall disclose that the advertiser is a broker
23 and shall clearly and conspicuously state the following:

24 All motor vehicles arranged for sale are subject to price and
25 availability from the selling motor vehicle dealer.

26 E. A MOTOR VEHICLE DEALER MUST COMPLY WITH THE FOLLOWING
27 REQUIREMENTS IN ANY ADVERTISEMENT THAT CONTAINS THE PRICE FOR A MOTOR
28 VEHICLE:

29 1. THE ADVERTISED PRICE MUST BE THE TOTAL PURCHASE PRICE FOR WHICH
30 THE DEALER WILL SELL THE MOTOR VEHICLE TO ANY RETAIL CONSUMER FOR CASH,
31 EXCLUDING TAXES AND TITLE AND REGISTRATION FEES. THE TOTAL PURCHASE PRICE
32 MUST INCLUDE ALL DEALER-IMPOSED FEES, INCLUDING FREIGHT, TRANSPORTATION,
33 INSPECTION AND DOCUMENTATION FEES.

34 2. THE ADVERTISED PRICE MAY NOT BE CONTINGENT ON:

35 (a) THE RETAIL CONSUMER FINANCING THE PURCHASE THROUGH THE MOTOR
36 VEHICLE DEALER OR ANY SPECIFIC LENDING INSTITUTION.

37 (b) THE RETAIL CONSUMER PURCHASING ANY ANCILLARY PRODUCTS, SERVICE
38 CONTRACTS, WARRANTIES OR ACCESSORY PACKAGES, INCLUDING WINDOW TINT,
39 NITROGEN, THEFT PROTECTION OR INTERIOR PROTECTION PACKAGES.

40 3. THE ADVERTISED PRICE MUST BE THE LARGEST AND MOST PROMINENT TEXT
41 IN THE ADVERTISEMENT. ALL OTHER TEXT, INCLUDING PAYMENT AMOUNTS, DOWN
42 PAYMENT AMOUNTS OR INTEREST RATES, MAY NOT BE IN A LARGER FONT SIZE OR
43 MORE PROMINENT THAN THE TOTAL PURCHASE PRICE TEXT.

1 4. IF AN ADVERTISEMENT INCLUDES A REBATE OR INCENTIVE, THE REBATE
2 OR INCENTIVE MAY BE DEDUCTED FROM THE ADVERTISED PRICE ONLY IF THE REBATE
3 OR INCENTIVE IS AVAILABLE TO ALL RETAIL CONSUMERS WITHOUT
4 CONDITION. REBATES OR INCENTIVES THAT ARE LIMITED TO SPECIFIC GROUPS,
5 INCLUDING MILITARY, STUDENT OR LOYALTY DISCOUNTS, MAY NOT BE INCLUDED IN
6 THE ADVERTISED PRICE BUT MAY BE LISTED SEPARATELY.

7 F. FOR THE PURPOSES OF THIS SECTION, "ADVERTISEMENT" MEANS A
8 COMMUNICATION WHOSE PRIMARY PURPOSE IS THE COMMERCIAL PROMOTION OF A MOTOR
9 VEHICLE, INCLUDING COMMUNICATION ON AN INTERNET WEBSITE.