

SECTION 13
BUYER'S GUIDE

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As a vehicle dealer, the Federal Trade Commission's (FTC) Used Car Rule affects how you do business. The Used Car Rule requires dealers to post a completed "Buyer's Guide" in the side window or on the rear-view mirror of each used vehicle offered for sale to consumers. Vehicles with a GVWR of less than 8,500 pounds are exempt. The Rule also requires dealers to include a specific disclosure about the Buyer's Guide in the sales contract and to give the purchaser a copy of the Buyer's Guide. Dealers who violate the Used Car Rule may be subject to penalties of up to \$10,000 per violation.

Before a dealer offers a used vehicle for sale to a consumer, a Buyer's Guide must be posted in the vehicle's side window or on the rear-view mirror. A vehicle is considered for sale if the dealer allows a customer to inspect the vehicle for the purpose of purchasing it. A consumer is anyone who is not a dealer.

Buyer's Guides are purchased from business form companies or trade associations. The wording, type style, size and format are specified in the Rule and must be followed. The Rule requires the Buyer's Guide be printed in 100 percent black ink on white stock that is at least 11 inches high and 7-1/4 inches wide. You may use colored ink to fill in the blanks on the Buyer's Guide.

The Buyer's Guide is posted on the inside of a side window or on the rear-view mirror, with the front of the form facing the outside. The dealer is responsible for keeping the Buyer's Guide posted at all times that a vehicle is available for sale to consumers.

For more information or questions concerning the Used Car Rule, call or write the Federal Trade Commission. Free copies of the Rule or the staff's compliance guidelines for the Used Car Rule are available. Contact:

**Federal Trade Commission
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