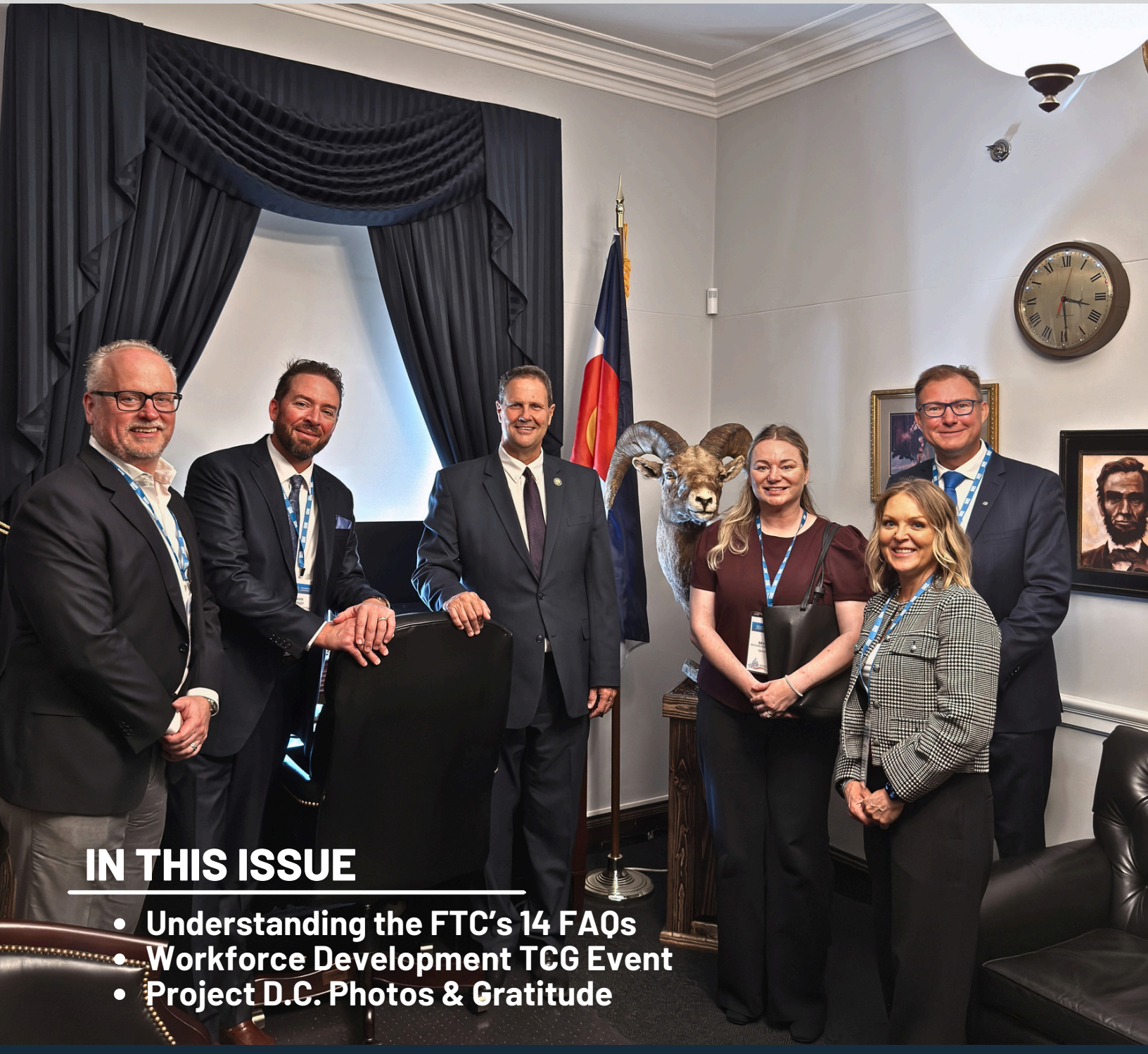
BULLETIN

Monthly Automotive News in Colorado from the Colorado Auto Dealers Association



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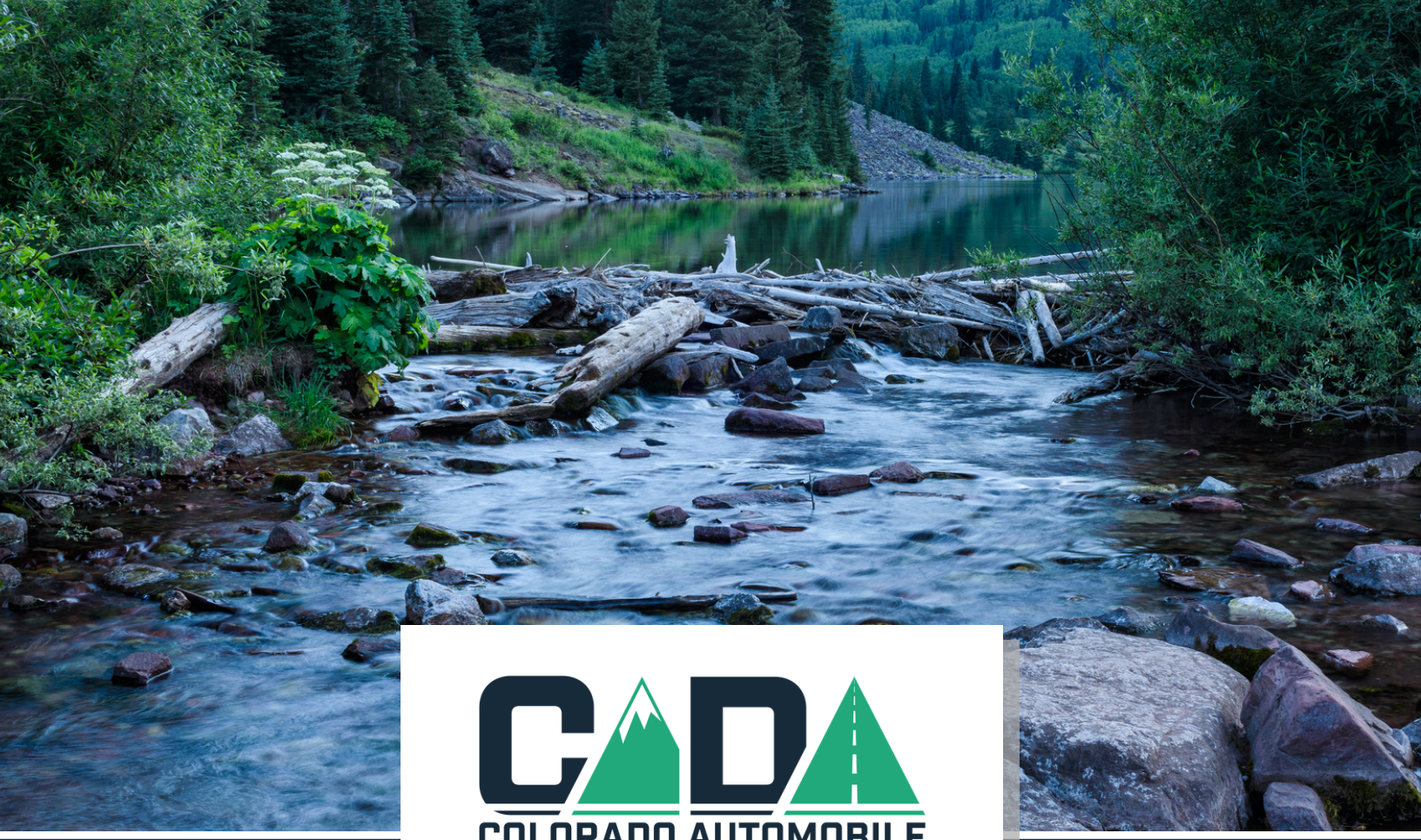

COLORADO AUTOMOBILE DEALERS ASSOCIATION

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Matthew Groves
CEO/President

Understanding the FTC's 14 FAQs

While CADA's Board of Directors was in Washington, D.C. this month for Project D.C., the Federal Trade Commission released 14 Frequently Asked Questions pertaining to the recent enforcement actions regarding dealer advertising. This was intended to clarify the FTC's perspective on how the existing rule reads and how it will be interpreted by FTC investigators as a part of their compliance sweep. We note that nothing in these FAQs should constitute a "new requirement" and as such, there is no grace period for dealer compliance. [Question 13]

The main message is clear. **The price advertised must be the price a consumer can actually pay for the vehicle**, with only government-required charges that the consumer must pay directly excluded.

The most important takeaway is the FTC's position on mandatory fees. If a dealer requires a consumer to pay a fee to purchase a vehicle, that fee generally must be included in the advertised price. This includes dealer-required fees even when a state or local government authorizes the fee but does not require the consumer to pay it. The FTC also says that government-required charges may be excluded when the government requires the consumer to pay them directly, such as certain taxes, title and registration charges.

Here is the part that we didn't expect: Electronic Vehicle Titling and Registration fees WILL need to be listed on the advertisement, despite state statutory authority. [Question 9] Previously, we'd considered these "governmental fees" on account of the statute. However, under the FTC hierarchy, since they are passed through to the consumer and because they are optional by virtue of the opt-in, they need to be delineated in the same way that D&H does.

The guidance also addresses discounts and rebates. Dealers can advertise discounts, incentives and rebates, but the advertisement needs to accurately communicate who qualifies and what conditions apply. An advertised price should not suggest that a discount is universally available when it is limited to a particular class of consumers.

The FAQs also address negotiations. The FTC recognizes that vehicle prices can be negotiated and that dealers may offer different prices to different consumers. The concern arises when an advertised price is presented as obtainable but is conditioned on requirements that are not adequately disclosed.

Finally, regarding advertisements that come from a third party or a manufacturer, the FTC is clear that ALL parties who have control over the advertising will be responsible for the ad. Dealers should additionally ensure that no one at the dealership provides any contradictory instructions. [Question 12]

Perhaps most significantly, the FTC emphasizes that the **overall impression of an advertisement matters**. The agency says every advertisement must be evaluated based on its specific circumstances and whether its "net impression" is misleading to a reasonable consumer.

For dealers, the practical lesson is clear: advertising should be reviewed from the consumer's perspective. If a customer responds to an advertisement and asks, "What do I actually have to pay to buy this vehicle?" the advertised price should provide a truthful answer.

If you have any questions, please direct them to Matthew Groves at matthew.groves@colorado.auto. Our friends at ComplyAuto have also been most helpful in producing guidance and webinars on the subject. The text of the full FAQ can be found at https://www.ftc.gov/business-guidance/resources/automobile-industry-pricing-transparency-faqs.

COLORADO AUTOMOBILE DEALERS ASSOCIATION

2026 EVENTS CALENDAR

January - May	Colorado Legislative Session ✓
February 4	NADA Show Brownstein , CADA, Vitu Event ✓
February 11	Q1 Board Meeting ✓
April 10-12	Colorado Auto Show ✓
June 10	Q2 Board Meeting ✓
June - September	Regional Meetings
September 14-16	Project D.C. & Q3 Board Meeting ✓
September 28	Clear the Air Foundation Golf Tournament ✓
November 12	Colorado Automotive Hall of Fame
December 9	Holiday Luncheon & Q4 Board Meeting

Questions on events and sponsorships? Please reach out to Tiffany Coolidge at tiffany.coolidge@colorado.auto.



Mark Zeigler
Clear the Air
Foundation Director

Workforce Development

Workforce development is a big part of what we do at the Clear the Air Foundation. We can talk to students about careers in the automotive industry, but sometimes the best way to spark an interest is to put a tool in their hands and let them try it for themselves.



Changing tires with the Phil Long Mobile Service Crew

That's exactly what happened at this year's Transportation & Construction GIRL event.

Throughout the day, girls had the opportunity to explore careers they may not have considered before, from welding and electrical work to construction, heavy equipment and automotive service.

At the Clear the Air Foundation exhibit, Fowler Automotive and Phil Long joined us to give students some real hands-on experience. Girls checked oil and tire pressure, measured tire tread depth and learned how to change a tire. They could also look through an apprenticeship training manual and learn what it actually takes to become an automotive technician.



Just as important, they had the opportunity to meet a female service manager and see firsthand that there is a place for women in this industry.

For dealerships, developing the next generation of technicians means reaching students early and showing them what these careers really look like. Supporting events like Transportation & Construction GIRL gives us an opportunity to do exactly that while introducing a whole new group of young people to the possibilities available in automotive.

Thank you to Fowler Automotive and Phil Long for joining us and investing your time in the next generation of our workforce.

Girls visiting the Fowler Automotive and Phil Long booth







🚗 Have a vehicle to donate?

Visit www.ClearTheAirFoundation.org or scan the QR code

Upcoming OCTOBER Events

dealerpay | COLORADO AUTOMOBILE DEALERS ASSOCIATION

CADA WEBINAR

FRAUD

Real Risks. Real Solutions.

Practical insights to help dealerships spot fraud, reduce chargebacks, and protect revenue.



PROTECT REVENUE

PRESENTER

STACY KING

Director of State Associations
Dealer Pay

Wednesday
OCTOBER 21, 2026

11:00 AM MDT

LIVE WEBINAR

KCMO

VINCUE 2026 UNLEASHED

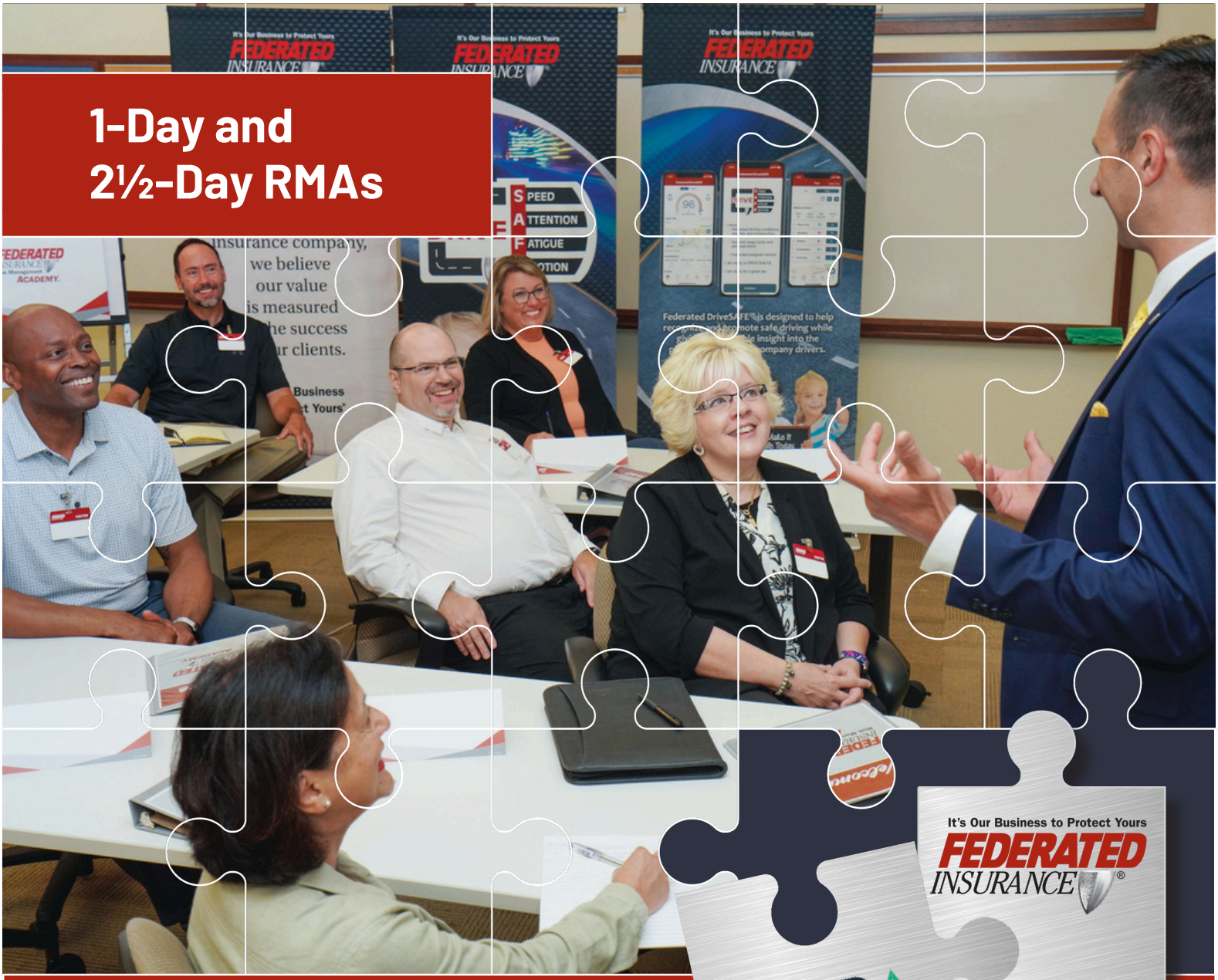
Registration

NOW OPEN

→ October 7-9th



1-Day and 2½-Day RMAs



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CADA PROJECT DC 2026

Thank You

The Colorado Automobile Dealers Association would like to express our gratitude to all those who helped make Project D.C. a huge success. We appreciate all the members, sponsors, planners and more who attended and helped advocate for the future of the automotive industry.



▲ NADA Meeting ft Rep. Dingell



Board & Sponsors at Natl. Cathedral ▶

▼ Special Guests AG Weiser & Pres. Coleman





Project D.C. Hill Meetings













Save the Date

COLORADO



AUTOMOTIVE

EST Hall of Fame 2020

Purchase Tickets

THURSDAY

November 12, 2026

5:30PM - 9:00PM

Gaylord Rockies Resort & Convention Center
Mountain View Pavilion
6700 North Gaylord Rockies Boulevard,
Aurora, CO, 80019

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Colorado Division of Motor Vehicles

https://dmv.colorado.gov/
Find your County Motor Vehicle Office **HERE**
Find your Driver License Office **HERE**
Find a Motor Vehicle Kiosk **HERE**

Colorado Auto Industry Division

AID Licensing Office
1707 Cole Blvd., Ste. 300
Lakewood, CO 80401
Licensing Main Phone: 303.205.5604
https://sbg.colorado.gov/auto-industry



www.Colorado.Auto