

SAMPLE COMPLIANT ADVERTISEMENT



MSRP	\$20,000
Dealer Discount*	\$ 2,500
DEALER'S PRICE**	\$17,500

* Dealer Discount is available to everyone

** DEALER'S PRICE does not include Tax, Tag/Title, **Freight** or **processing fee (\$895)**.

Additional Offers that You May Qualify For:

Military Discount***	\$500
First time Car Buyer****	\$500
College Grad Discount*****	\$500
Federal EV Tax Credit*****	\$7500

Freight should be a hyperlink with the freight charge for each model/make of the franchise

Model 1 Freight = \$1,000
 Model 2 Freight = \$1250
 Model 3 Freight = \$1400

[Freight disclosure should not be a range and customers need to know exact amount]

DISCLOSURES:

***Military Discount is a manufacturer rebate and to qualify you or your spouse must be active duty for at least two (2) years

**** First time Car Buyer is a manufacturer incentive and to qualify you or your spouse must never have purchased a vehicle previously.

*****College Grad Discount is a manufacturer rebate and to qualify you or your spouse must have graduated from an accredited two or four-year college within the last 2 years.

***** Federal Tax Credit is subject to approval and not all customers will qualify. If customer qualifies and chooses to receive the credit at the time of purchase, the \$7,500 credit will be applied towards the down payment towards purchase of the vehicle.

[These disclosures may be hyperlinked for clear and conspicuous reasons because ad space may not allow for clear and conspicuous disclosure near the price or the term].