

Motor Vehicle Enforcement Division

****NOTICE****

It has come to our attention that some dealers may be charging an additional fee for freight or destination charge that is not included in the advertised price. Please be advised that this is a violation. The advertised price must include charges that the customer must pay for the motor vehicle, [including freight or destination charges, dealer preparation, and dealer handling](#). If you are found in violation, your dealership, could face both criminal and civil penalties. Please review [R877-23V-7](#). Misleading Advertising Pursuant to Utah Code Ann. Section [41-3-210](#).

A violation of 41-3-210 is a class B misdemeanor. An advertisement violation is a level III violation and is in addition to the criminal penalties. Level III violations are as follows: \$250 for the first offense, \$1,000 for the second offense, and \$5,000 for the third and subsequent offenses in any 12 month period.

R877-23V-7

(c)(i)(A) Price. When the price or payment of a motor vehicle is quoted, the motor vehicle shall be clearly identified as to make, year, model and if new or used. Except as provided in Subsection (c)(i)(B), the advertised price must include charges that the customer must pay for the motor vehicle, including freight or destination charges, dealer preparation, and dealer handling.

Please contact our office at 801-297-2600, if you have any questions. Thank you for your cooperation in this matter.