



FTC CARS Rule

Campaign Brief

Objective

The FTC released a notice that they have finalized a new rule to protect consumers from negative tactics used when buying a car. Known as the Combating Auto Retail Scams (CARS) Rule, it provides protections for consumers against deceptive information.

- No Misrepresentations: The rule prohibits misrepresentations about key information, like price and cost.
- Offering Price, Total Payment, and Add-Ons Optional: Dealers have to provide the offering price—the actual price any consumer can pay for the vehicle; tell consumers that optional add-ons (like extended warranties) are not required; and give information about the total payment when discussing monthly payments.
- No Bogus Add-Ons: The rule prohibits dealers from charging for any add-on that does not provide a benefit to consumers. Examples of such add-ons include: warranty programs that duplicate a manufacturer's warranty, service contracts for oil changes on an electric vehicle, GAP agreements that do not actually cover the car or neighborhood in which it is housed, or other parts of the deal, and software or audio subscription services on a vehicle that cannot support the software or subscription.
- Get Consumers' Consent: The rule requires dealers to get consumers' express, informed consent for any charges that they pay as part of a vehicle purchase.

The new rule goes into effect July 30, 2024 and it is believed to be the most significant rule released in FTC history for car dealerships.

We want to capitalize on the new Rule and how our products (G-STAR) helps dealers comply with it, including advertisements, storage of information (required in the rule), screening emails, disclosure requirements, F&I presentations, and disclosure forms (we will sell disclosure forms)

Campaign

This is the most impactful rule in the history of the FTC for dealers. We knew it was coming - we've been preparing for it. This is what we did at dealerships and what we have the most expertise in - let us help you make sure you're in compliance with this sweeping new mandate.

Marketing

Send a News Alert announcing this rule and webinar

Update Guardian website on 

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Create a 1 to 2 min video about [REDACTED] with reveal at NADA

Social Media

Posts - 1st - announcing it - 12/13/2023

2nd - webinar - scheduled for 12/19/2023

3rd - four key components

4th - recording of the webinar/second webinar

Posts two to three times a month - insert into editorial calendar

Email Campaign

Develop and publish a news alert - out Thursday, Dec 14

Breaking News - the new FTC CARS Rule goes into effect July 30, 2024

The Federal Trade Commission has finalized a new rule targeting motor vehicle advertising and shopping. Known as the Combating Auto Retail Scams (CARS) Rule, it provides protections for consumers against deceptive information and it goes into effect in six short months - July 30, 2024.

We believe this is the most impactful rule in FTC history for dealerships because of its scope and requirements. The official rule is more than 300 pages long and covers a range of mandates, from misrepresentations to ad/marketing retention, from sales emails to consumer consent.

[REDACTED] is hosting a webinar on December 19th at ___ EST/___ PST to explain the mandate.

Register here

[REDACTED] was founded by compliance experts who worked at dealerships every day. We're here to help you navigate all things regulatory and compliance-focused.

We'll review the new rule for you and share the most important requirements so you're informed and ready to develop a plan (and we'll share some exciting new solutions to help).

Let us help you! Register today and learn what you need to know to comply with the new FTC CARS rule.

Post Webinar

Thank you for attending our webinar, "FTC's CARS Rule: Under the Hood with [REDACTED]".

Attached you'll find our proprietary FTC CARS Rule checklist - exclusively from [REDACTED].

As we mentioned during the presentation, we have a truly unique solution to many of the mandates required in the CARS Rule and we're excited to debut it at the 2024 NADA Show in early February.

The first 200 teams who sign up for a demo at NADA will receive special discounts, early onboarding (it's going to get very busy), and other incentives. We'll be sharing several new breakthroughs and products, updates to our existing platforms, and more exciting news at the show!

Contact us for more information and sign up for a demo of [REDACTED] at the 2024 [REDACTED] Show.

Debrief - do we do a second webinar?

See what was the focus - the most questions (second topic for a followup webinar)

If we have a lot of people in attendance - maybe we do another one (Jan. 4)

Poll on LinkedIn the Thursday after?

2nd Webinar

~~Due to overwhelming interest, we're hosting a second webinar providing a comprehensive review of the new FTC Combating Auto Retail Scams (CARS) Rule.~~

~~This is the most significant change in FTC history for dealerships because of the myriad of mandates it covers.~~

~~[REDACTED] is hosting a webinar on December 21st at 11am PST (2pm EST) to explain the Rule.~~

~~Register here~~

~~[REDACTED] was founded by compliance experts who worked at or alongside dealerships every day and are here to help you navigate all things regulatory and compliance focused.~~

~~We'll review the new Rule for you and share the most important requirements so you're informed and ready to develop a plan (and we'll share some exciting new solutions to help).~~

~~Register today and learn what you need to know to comply with the new FTC CARS rule. You'll walk away with a special FTC CARS Rule check list, just for attendees.~~

~~Can't make the webinar? Register in order to receive a copy of the slide deck and the recording so you can review at your leisure.~~

Webinar & ARTICLE Series

Jan 10 - Under the Hood with [REDACTED] CARS Rule and Advertising - Print and Internet

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Feb 10 - Under the Hood with [REDACTED] Auto: CARS Rule and Advertising - Radio and TV

March 10 - Under the Hood with [REDACTED] CARS Rule and the Sales Process

April 10 - Under the Hood with [REDACTED] Auto: CARS Rule and Selling to Members of the Armed Forces

May 10 - ?

June 10 - ?

July 10. Under the Hood with [REDACTED] Introducing Guardian

Website

Update the [REDACTED] page to tease how we can help dealers comply

Over the form

Secure your spot now
then leave the CARS Rule to us - we've got you covered

Content

How you do business after the FTC CARS Rule
will change forever

But you have time - it doesn't go into effect until July 2024

We've known this Rule was coming
and we've built an automated solution that is:

- 50 times faster than anything currently on the market
- 100+-point checklist on all compliance needs
- 99% more accurate than a compliance expert

We'll be debuting [REDACTED] Guardian at the 2024 [REDACTED] Show - Booth # [REDACTED]
(no need to wait until the Show - secure your spot today)

[REDACTED]
by dealers - for dealers

Be one of the first 200 to signup and you'll receive discount pricing, earlier scheduled training, first at updates/upgrades, and other benefits

Real tech. Real solutions.
Real complete compliance.

Banner for homepage

(appears over the scale)

The FTC CARS Rule goes into effect July 30, 2024

ComplyAuto is your comprehensive, automated solution to this complex regulation

50x faster than anything on the market
99% more accurate than a compliance expert
100+ point checklist for all your compliance needs

Find issues **before** the vehicle is delivered

Want to learn more? Click [here](#)

Early bird pricing, first come-first serve training and tutorials, premiere updates/upgrades, and other benefits for signing up to learn more

We'll be debuting ComplyAuto Guardian at the 2024 NADA Show - Booth #4649W - secure your demo appointment [today](#)

Social Media Post - December 19th

The way dealerships do business will change forever once the FTC CARS Rule goes into effect - but you have until July 2024. We've built an elegant - automated, comprehensive - solution that scans your website for compliance violations, checks and fixes ads for over 100 compliance issues, catches issues before the vehicle is delivered, automates compliance with other F&I rules - such as TILA, Reg M, Reg Z, etc. - and includes deal jacket audits, employee F&I training, and policy builders

It's real tech. It's a real solution. It's real complete compliance... because it's built by dealers for dealers.

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Be one of the first 200 to secure your spot and receive discounts, training before everyone else, first at updates/upgrades, and other benefits - get a competitive advantage and return your attention to what matters - selling and servicing cars.

You run your business. We'll run your compliance. ~~ComplyTech~~

Comply Now
Comply Right

~~ComplyAI~~

Comply Immediately
Comply Completely

~~ComplyAuto~~

ComplyTech
ComplyAI

~~ComplyAuto~~

~~When it comes to advertising, there's a lot of information you need to share with potential customers and it all has to be accurate.~~

~~With the release of the CARS Rule there are even more mandates focused on advertising practices and pricing.~~

~~We've got the answer - AND IT'S COMING SOON!~~

~~We'll be providing demos during the 2024 NADA Show.~~

~~Be one of the first 200 interested dealerships and you'll receive early bird pricing, earlier scheduled training, first at updates/upgrades, and other benefits.~~

~~Sign up to learn more about ~~ComplyTech~~ - scan the barcode.~~

- ~~→ The dealership compliance company that does it all. Not bits and pieces.~~
- ~~→ Looking to check a box or looking to stay out of trouble?~~
- ~~→ Trust the compliance company that was built by dealers, for dealers.~~
- ~~→ Don't waste money on compliance solutions that make you do all the work and still leave compliance gaps.~~
- ~~→ Real tech. Real solutions. Built by actual dealer employees~~

~~→ We're not just a compliance company. We're dealers.~~

~~"Let us take care of the compliance work so you can go back to what you do best — to sell and service cars."~~

~~We've figured out ad compliance~~

~~Are you manually reviewing ads to make sure they're in compliance with state and federal laws and regulations?~~

~~Whether it's deal jackets, print ads, or your website inventory — there's a lot of information you need to share with potential customers and it all has to be accurate. It's a daunting task and most dealerships struggle with it.~~

~~And now, the FTC has released the Combating Auto Retail Scams (CARS) Rule with a large range of mandates focused on how consumers shop and purchase vehicles.~~

~~We have the answer — AND IT'S COMING SOON!~~

~~Soon, we'll be providing demos and test runs during the 2024 NADA Show in early February.~~

~~Be one of the first 200 interested dealerships and you'll receive early bird pricing, earlier scheduled training, and other benefits.~~

~~Sign up below to learn more about Guardian. We'll send out more information about how you can visit our booth at 2024 NADA and see how our solution makes your life so much easier.~~

Banner across the home page?

Public Relations

Develop notice and publish with [REDACTED]

Reach out to those in the press who we know - *sent an email to [REDACTED] at Automotive News (12/12)*

~~Print. This also mentioned having an FAQ on our website to drive traffic to us. We need to be the single source for all information on this new rule.~~

Market Research Survey

1. Did you attend the ~~Company~~ FTC CARS Rule webinar on December 19th?
Yes/No
2. How comfortable are you with compliance mandates in the FTC CARS Rule?
1-10 (1 comfortable -> 10 completely uncomfortable)
3. What are the top compliance requirements in the FTC CARS rule that you believe will be the most challenging?

Options: Time, legal resources, personnel resources, lack of process, Prohibited Ad practices, "Offering Price" Rules, Salesperson Communication Rules, Add-on Product Regulations, New "Payment & Ad-on disclosure" Form, Monthly Payment Trigger Term Rules, Record Retention Rules

- ~~4. What are the top compliance requirements that concern you most (choose three)?
a. Options such as: Prohibited Ad practices, "Offering Price" Rules, Salesperson Communication Rules, Add-on Product Regulations, New "Payment & Ad-on disclosure" Form, Monthly Payment Trigger Term Rules, Record Retention Rules~~
- ~~5. What are the current challenges you face in ensuring compliance with the FTC CARS regulations?
a. options : Time, legal resources, personnel resources, lack of process~~
6. What resources or tools are currently in use within your dealership to address compliance?
a. Options: ~~onlyAuto, KPA/C, and Next~~, other
7. What specific features or functionalities would you prioritize in a compliance tool tailored for CARS regulations?
a. Options such as: Prohibited Ad practices, "Offering Price" Rules, Salesperson Communication Rules, Add-on Product Regulations, New "Payment & Ad-on disclosure" Form, Monthly Payment Trigger Term Rules, Record Retention Rules
8. What level of support or guidance do you anticipate needing in implementing a compliance tool for CARS regulations?
a. Options: Onboarding Training, Ongoing Support from customer team, Hotline available
9. What would you estimate as the monthly cost to your dealership if compliance with FTC CARS regulations were self administered internally?
10. If offered an automated compliance solution for FTC CARS regulations, what price range per month would another dealer be willing to pay?
a. \$250 - \$450 per month
b. \$450 - \$650 per month
c. \$650 - \$800 per month
d. Other (please specify)
11. How likely are you to invest in an automated compliance solution if it demonstrated a significant reduction in compliance-related costs compared to your current manual processes?

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12. Are there any additional compliance-related challenges or regulations beyond CARS that you'd want a tool like [REDACTED] to address?
13. Is there any other feedback you wish to give us regarding complying with the FTC Cars Rule