

Standard Operating Procedure

CATEGORY: Dealers
POLICY DESCRIPTION: Dealer Temporary Display Applications
STATUTE REFERENCE: 23 VSA §451(b) “Dealer’s Certificate”
EFFECTIVE DATE: May 27, 2008

This standard operating procedure applies to all licensed new and used car / truck, trailer and motorcycle dealers.

With prior approval from the Commissioner of Motor Vehicles or designee, Vermont dealers may display vehicles on a temporary basis, **but in no instance for more than 10 days**, at fairs, shows, exhibits and other off-site locations. New car dealer off-site displays **must be within the dealer’s manufacturer’s stated area of responsibility in their franchise agreement**. If there is any question related to franchise agreements, a new car dealer may be required to submit a copy of its manufacturer’s franchise agreement to the department prior to approval. No vehicle sales may be transacted at a temporary off-site display location.

Applicants for an off-site display must submit an approved application to the Commissioner of Motor Vehicles or designee, no less than **two business days** prior to the first day for which approval is requested. Dealers in violation of this policy are in violation of statute and may be ticketed per 23 VSA §451(b). Upon reaching the end of an approved temporary display permit term; the affected dealer **must remove all displayed vehicles** from the approved temporary display location. A **minimum of 24-hours** must elapse before a dealer can re-apply to display vehicles at the same location. The Commissioner of Motor Vehicles or designee will evaluate the approval of subsequent temporary display applications on a case-by-case basis.

For the purposes of this policy, **display** shall mean to “exhibit,” only. No test-driving of **any** vehicle is permitted at any time during a temporary off-site display. All test-driving and potential subsequent vehicle sales must take place at a dealer’s approved place of business.