



## **S.F. No. 872 – New automobile dealers’ participation in auto shows**

**Author:** Senator Nick A. Frentz

**Prepared by:** Olivia Syverson, Senate Counsel (olivia.syverson@mnsenate.gov)

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**S.F. 872** allows new automobile dealers to participate in automobile shows.

Section 1 states that it shall be unlawful for any manufacturer, distributor, or factory branch to require new motor vehicle dealers to refrain from participating in auto shows.

Section 2 states that a new motor vehicle dealer may participate in an auto show, outside of the county where it is licensed to sell vehicles, if:

- (1) the dealer does not participate in auto shows outside of the county it’s licensed in more than four times a year;
- (2) the auto show is held at a location in a city of the first class, meaning the city has a population of over 100,000 people, or a city adjacent to a city of the first class;
- (3) the auto show is not held at a license location of a participating dealer;
- (4) there are ten or more dealers participating in the auto show;
- (5) the auto show does not last longer than 12 days;
- (6) the auto show is conducted by a trade association exempt from federal taxes under United States Code, title 26, section 501(c)(6); and
- (7) the auto show expressly prohibits the sale or lease of vehicles at the show, labeling vehicles as “For Sale” or “Sold,” labeling vehicles with a price other than the manufacturer’s retail price label, displaying special dealership pricing, and appraisals of trade-in vehicles.

Section 2 also states that the auto show may permit automobile dealer staff to distribute business cards, coupons, and promotional materials, as well as make appointments with potential customers to visit the dealerships. Auto shows may also allow staff to offer test rides or drives of new vehicles but only under a program conducted by the auto show.

