



Support Consumer Transparency Legislation To Allow Honest Auto Pricing on the Internet

Global auto manufacturers are preventing you from knowing the true purchase price of a car on auto dealer websites – **costing consumers**. Many manufacturers set artificially high Minimum Allowable Advertised Pricing (MAAP). Some auto dealers that want to advertise lower prices on their websites could be penalized by the manufacturer if they advertise below the MAAP price. **As a result, consumers lose by paying more for automobiles.**

To fix this problem, **we are strongly supporting Vehicle Laws – Manufacturers and Dealers – Prices Listed on Dealer Websites (HB 274)**. This bill would allow those Maryland auto dealers that want to list the purchase price of a car on their website or virtual showroom – much like they can already do in their physical showrooms – without fear of retribution from the global auto manufacturers. As a result of the pandemic, there are more and more online shoppers for automobiles. **Online shoppers deserve to know the true purchase price of a car.**

Last year, with the support of Attorney General Frosh’s Consumer Protection Division, a similar bill passed the Senate overwhelmingly with a bipartisan vote of 42-5. Last year’s bill fell a couple of votes short in the House Economic Matters Committee, with Republicans and Democrats voting in favor of the bill. This year, we are urging the Maryland General Assembly to **support consumer transparency for online automobile shopping. Vote YES on HB 274.**

Consumers deserve the right to know the real offer price of a car online, enabling them to make informed decisions without having to visit a dealership. The bill expressly states that the global auto manufacturers may **not**:

1. Prohibit a dealer from listing a vehicle on the dealer’s website at the purchase price.
2. Coerce or require a dealer to list a price on the dealer’s website that is different from the purchase price of a vehicle.
3. Take adverse action against a dealer for listing a vehicle...at a particular price on the dealer’s website.

In deciding whether to support HB 274, the public policy question before you is simply:

**Should consumers know the true sales price of a car advertised on the Internet?
AND
Should dealers be able to provide a car’s purchase price on their website without fear of retribution from global auto manufacturers so consumers can make informed choices?**

If the answer is yes, then please vote favorably for HB 274. Support price transparency for consumers and prevent auto manufacturers from artificially inflating the purchase price of cars.