



ARKANSAS AUTOMOBILE DEALERS ASSOCIATION

AADA NEWS AND UPDATES #8 SEPTEMBER 9, 2022



REMINDER: DEADLINE FOR FTC COMMENTS IS SEPTEMBER 12, 2022

As we mentioned on Tuesday, the FTC's comment deadline is **September 12, 2022**, for the [proposed rule](#) that would impose a wide range of unwarranted and ill-advised new duties and restrictions on motor vehicle dealers.

Dealer opponents are aggressively working to flood the FTC with adverse comments about dealers and the vehicle purchasing process, and NADA Chairman Mike Alford is seeking comments from dealership employees and customers.

The comments can be digital or handwritten and submitted at: www.regulations.gov/commenton/FTC-2022-0046-0001 OR by mail at the FTC address included in the easy to follow guidance templates below.

Dealer employee comments. We urge dealers to launch a letter writing campaign for your employees ASAP. [Attachment 1A](#) shows how to file digital or written comments. The goal is to document the dealership's commitment to customer satisfaction and warn the FTC that the new rules will confuse customers and lengthen the sales process. [Attachment 1B](#) provides key messages for impactful letters.

Customer comments. You see satisfied customers in your service lanes and showrooms every day. Those very same satisfied customers, if asked at dealerships, could weigh in with the FTC and provide a more balanced public record. [Attachment 2A](#) will help your employees raise the idea of sending comments to the FTC with customers. [Attachment 2B](#) provides some examples of customer letters.

We of course all agree with the concept of protecting consumers, and we are generally supportive of common-sense improvements. However, these new FTC regulations would undermine many dealership efforts to improve the customer experience, provide more of the purchase process online, and continue to increase transparency.

We need your immediate help **by September 12, 2022**, to show the FTC what we already know – the retail automotive market is efficient, transparent, evolving and not systemically flawed. We are meeting the individual needs of the overwhelming majority of our customers.



WASTE TIRE DISPOSAL ISSUE

As many of you know, the Department of Environmental Quality (DEQ) operates the Tire Accountability Program as a mechanism to ensure the safe disposal of waste tires. In order to fund this program, a rim removal fee is charged upon the removal of a tire from a rim that is related to the sale of a replacement tire by a tire retailer.

Unfortunately there appears to be a shortfall in the program which has caused a disruption for some dealers in terms of their ability to have waste tires removed from your dealerships. AADA is working with representatives from DEQ as well as the legislature to ensure we get an immediate short-term fix to this issue. There will likely be a long-term legislative solution to the program in the next session.

In the meantime, AADA will keep you updated as we get more information, and do not hesitate to contact us if you have any questions.

ADDITIONAL AND HELPFUL LINKS

If you have any questions about this bulletin please don't hesitate to call, (501) 372-2596, or email Greg Kirkpatrick greg@arkautodealers.com.