**R877. Tax Commission, Motor Vehicle Enforcement.**

**R877-23V. Motor Vehicle Enforcement.**

**R877-23V-3. Salesperson Licensed For One Dealer Only Pursuant to Utah Code Ann. Section 41-3-202.**

A. The holder of a dealer's license may not hold an additional license to engage in the activities of a salesperson for another dealer.

B. The requirement that a salesperson may be licensed with only one dealer at a time does not preclude dealership owners from being no-fee salespersons for their own dealerships.

**R877-23V-5. Temporary Motor Vehicle Registration Permits and Extension Permits Issued by Dealers Pursuant to Utah Code Ann. Section 41-3-302.**

(1) Every dealer desiring to issue temporary permits for the operation of motor vehicles shall apply to the Motor Vehicle Enforcement Division. If the privilege is extended, the dealer will receive a series of permits, consecutively numbered. The numbers shall be recorded by the division and charged to the dealer.

(2) If a vehicle purchaser requests a temporary permit, the dealer shall issue no more than one temporary registration permit, in numerical sequence, for each motor vehicle sold.

(3) The expiration date on the original permit shall be legible from a distance of 30 feet.

(4) The permit shall be displayed at the rear of the motor vehicle, in a place where the printed information on the permit and the expiration date may be easily seen.

(5) Temporary permits must not be placed in rear windows or permit holders with less than 70% percent light transparency.

(a) If a permit holder is used, it must not cover any of the printed information on the permit, including the expiration date.

(b) If a license plate frame is used in conjunction with a permit holder, it must not cover any printed information or expiration date on the permit.

(c) Temporary permits must be protected from exposure to the weather and conditions that would make them illegible.

(6) If a temporary permit is filled out incorrectly, the sale of the vehicle is rescinded, or for some other reason the permit is unusable, the dealer must return the permit to the Motor Vehicle Enforcement Division, together with the stub, and it will not be considered issued. If the permit is placed on a vehicle and the sale has not been rescinded, the permit will be considered issued and the dealer is liable for the registration fee for the vehicle together with any applicable penalties.

(7) A dealer's temporary permits may be audited at any time and the dealer required to pay for all outstanding permits. The registration fee charged will be for a passenger car unless the dealer is licensed to sell only motorcycles or small trailers.

(a) If the dealer's records show that the permit was issued for a vehicle other than that for which the dealer was billed, the dealer must submit the proper fee and penalty.

(b) If the records disclose that the permit was cleared properly, the dealer must furnish the license number of the vehicle for which the permit was issued and the date of issue.

(c) A dealer shall resolve any outstanding permit billings by payment of fees and penalties or by reconciling the permits before any additional permits will be issued to the dealer. This action will not be construed to be a cancellation of a dealer's privilege of issuing temporary permits, but a function of the division's routine audit and billing procedure.

(8) The dealer shall keep a written record in numerical sequence of every temporary registration permit issued. This record shall include the following information:

(a) the name and address of the person or firm to whom the permit is issued;

(b) a description of the motor vehicle for which it was issued, including year, make, model, and identification number;

(c) date of issue;

(d) license number;

(e) in the case of a commercial vehicle, the gross laden weight for which it was issued.

(9) In exceptional circumstances a dealer as agent for the division may issue an additional temporary permit for a vehicle as follows:

(a) The dealer must contact the division and request an extension permit for a particular vehicle. If the request is denied, no extension permit will be issued.

(b) If the division approves the extension permit, the division shall issue the dealer an approval number and the dealer shall record the approval number:

(i) in the dealer's temporary permit record; and

(ii) on the permit stub in the space next to the dealer's license number.

(c) The dealer must return the permit stub to the division within 45 days from the date it is issued.

(d) A dealer may not issue an extension permit if it is determined that the dealer has been granted extensions for more than 6% of the permits issued to the dealership during the past three months. This percentage is calculated by dividing the number of extensions granted the dealer during the past three months by the permits issued by the dealer during the past three months.

(10) All extension permits issued by dealers under this rule are considered issued by the division.

(11) When a motor vehicle is sold for registration in another state, the stub portion of the temporary permit shall be filed with the division within 45 days from the date of issue, accompanied by the required fee. The sale must be reported in the dealer's monthly report of sale required by Subsection 41-3-301(2)(b). If the permit stub and the required fee are not postmarked or received by the division within 45 days, a penalty equal to the required fee shall be collected pursuant to Section 41-3-302.

(12) The temporary registration card, attached to the temporary permit, must be detached and given to the customer when the temporary permit is issued. This temporary registration card must be kept in the vehicle while the temporary permit is displayed.

**R877-23V-6. Issuance of In-Transit Permits Pursuant to Utah Code Ann. Section 41-3-305.**

(1)(a) Transported semitractors are piggy-backed when all of the semitractors being transported are touching the ground.

(b) Each piggy-backed vehicle must have a separate in-transit permit or be properly registered for operation in Utah.

(2) In-transit permits may not be issued for loaded motor vehicles over 12,000 pounds gross laden weight.

(3) A semitractor hauling unlicensed trailers must obtain an in-transit permit for any trailer in contact with the ground.

(4) Subject to Subsections (5) and (6), the following entities may issue in-transit permits:

(a) a licensed dealer that is primarily engaged in the business of auctioning consigned motor vehicles to other dealers or the public; and

(b) a state or local government agency that is engaged in the business of auctioning motor vehicles to dealers or the public.

(5) An entity issuing an in-transit permit under Subsection (4) shall maintain records of all in-transit permits obtained from the division. These records shall include:

(a) vehicle purchaser information;

(b) vehicle identification number; and

(c) evidence that the purchaser has met the requirements for issuance of the in-transit permit.

(6) An entity described in Subsection (4) that fails to maintain the records required under Subsection (5) may be prohibited from issuing in-transit permits.

**R877-23V-7. Misleading Advertising Pursuant to Utah Code Ann. Section 41-3-210.**

(1)(a) "Advertisement" means any oral, written, graphic, or pictorial statement made that concerns the offering of a motor vehicle for sale or lease.

(b) "Advertisement" includes any statement or representation:

(i) made in a newspaper, magazine, electronic medium, or other publication;

(ii) made on radio or television;

(iii) appearing in any notice, handbill, sign, billboard, banner, poster, display, circular, pamphlet, letter, or other printed material;

(iv) contained in any window sticker or price tag; or

(v) in any oral statement.

(c) "Advertisement" includes the terms "advertise" and "advertising".

(d) "Advertisement" does not include:

(i) a statement made solely for obtaining motor vehicle financing or a motor vehicle title; or

(ii) hand written negotiation sheets between a dealer and a customer of the dealer.

(2) Violation of this section constitutes a violation of licensing prohibitions and requirements under Section 41-3-210.

(a) Accuracy. Any advertised statements and offers about a motor vehicle as to year, make, model, type, condition, equipment, price, trade-in-allowance, terms, or other similar information, shall be clearly set forth and based upon facts.

(b) Bait. Bait advertising and bait and switch selling practices may not be used.

(i) Except as provided in Subsections (2)(b)(ii) and (iii), a motor vehicle advertised at a specific price shall be in the possession of the advertiser at the address given.

(ii) A new motor vehicle that is in transit to the advertiser at the address given, is considered in the possession of the advertiser if the advertiser is a dealer of that make of new motor vehicle.

(iii) A used motor vehicle that is in transit to the advertiser at the address given, is considered in the possession of the advertiser if the advertiser produces, upon request by any employee of the division, proof of purchase for the advertised vehicle establishing a date of purchase before the date of the advertisement.

(iv)(A) An advertised vehicle shall be willingly shown, demonstrated, and sold.

(B) If an advertised vehicle is sold, the advertiser shall, upon request of any prospective purchaser, peace officer, or employee of the division, show sales records of the advertised motor vehicle.

(v) If an advertisement contains a picture of a motor vehicle and a price, the motor vehicle pictured shall be a similar model with similar options and accessories as the advertised motor vehicle.

(c)(i) Price. If the price or payment of a motor vehicle is quoted, the motor vehicle shall be clearly identified as to make, year, model, and if new or used.

(ii) Except as provided in Subsection (c)(i)(iii), the advertised price of a motor vehicle shall include charges that the customer shall pay for the motor vehicle, including any charges for freight, destination, dealer preparation, dealer handling, or any non-optional items installed on the vehicle at the time of the advertisement.

(iii) The following amounts are not required to be included in the advertised price that the customer shall pay for the motor vehicle:

(A) dealer documentary service fees;

(B) if optional, charges for undercoating, rustproofing, window etching, window tint, an alarm system, or any other similar item;

(C) taxes or fees required by the state, a county, or a local jurisdiction, including sales and use taxes, titling and registration fees, safety and emission fees, and waste tire recycling fees or;

(D) temporary permit fees.

(iv) If "list", "sticker", or similar words are used in an advertisement, the words may refer only to the manufacturer's suggested retail price.

(v) If a supplementary price sticker is used, the advertised price shall include all items listed on the supplementary sticker.

(d) Savings and Discount Claims. Because the intrinsic value of a used motor vehicle is difficult to establish, specific claims of savings may not be used in an advertisement. This includes statements such as, "Was priced at $....., now priced at $......

(i) The word "wholesale" may not be used in retail motor vehicle advertising.

(ii) When a motor vehicle advertisement contains an offer of a discount on a new motor vehicle, the amount of the discount must be stated by reference to the manufacturer's suggested retail price of the motor vehicle.

(e)(i) Down Payments. The amount of the down payment may not be stated in a manner that suggests that the down payment is the selling price of the motor vehicle.

(ii) If an advertisement states "You can buy with no money down", or uses similar language, the customer must be able to leave the dealership with the motor vehicle without paying any money.

(f) Trade-in Allowance.

(i) A specific trade-in amount or range of trade-in amounts may not be used in advertising.

(ii) An advertiser may not assert that a trade-in will be paid off regardless of what is owed on the vehicle.

(g)(i)(A) Finance. The phrases, "no finance charge", "no carrying charge", or similar expressions may not be used if there is a charge for placing a transaction on a time payment basis.

(B) A statement representing or implying that no prospective credit purchaser will be rejected because of inability to qualify for credit, such as "we accept all credit applications," may not be used.

(ii) If the amount of the advertised payment changes during the term of the loan, both the payments and the terms of the loan shall be disclosed together.

(h)(i) Unpaid Balance and Repossessions. The term "repossessed" may only be used to describe a motor vehicle that has actually been repossessed.

(ii) The division may require an advertiser that offers a repossessed motor vehicle for sale to provide proof that the motor vehicle was repossessed.

(iii) The unpaid balance shall be the full selling price unless otherwise stated.

(i) Current Used. If a used motor vehicle, as defined by Section 41-3-102 is advertised, the first line of the advertisement shall:

(ii) contain the term "used," "pre-owned," "certified used," "certified pre-owned," or other similar term used to designate a used motor vehicle; or

(iii) clearly indicate that the motor vehicle offered is used.

(j) Demonstrator, executive's, or official's motor vehicle.

(i)(A) "Demonstrator motor vehicle" means a motor vehicle used by a new motor vehicle dealer or personnel of a new motor vehicle dealer for demonstrating performance ability.

(B) "Demonstrator motor vehicle" does not include a motor vehicle that:

(I) has previously been sold or leased to a member of the public; or

(II) is purchased or leased for personal use.

(ii)(A) "Executive's motor vehicle" or "official's motor vehicle" means a motor vehicle that has been used exclusively by an executive or official of the dealer's franchising manufacturer or distributor, or by an executive or official of the franchised dealership.

(B) "Executive's motor vehicle" or "official's motor vehicle" does not include a motor vehicle that:

(I) has previously been sold or leased to a member of the public; or

(II) is purchased or leased for personal use.

(iii) A demonstrator motor vehicle, executive's motor vehicle, or official's motor vehicle:

(A) may only be advertised for sale by a dealer who is franchised for the sale of that make of new motor vehicle; and

(B) shall be clearly and prominently advertised as a demonstrator motor vehicle, executive's motor vehicle, or official's motor vehicle.

(k) Mileage Statements. If an advertisement quotes the number of miles or a range of miles a motor vehicle has been driven, the dealer shall:

(i) have a properly completed odometer disclosure statement evidencing that the motor vehicle has not been operated in excess of the advertised mileage at the time of the advertisement; and

(ii) upon request of any prospective purchaser, peace officer, or employee of the division produce all documents in its possession pertaining to that motor vehicle so that the mileage may be readily verified.

(l)(i) Underselling Claims. Underselling claims include:

(A) "our prices are guaranteed lower than elsewhere";

(B) "money refunded if you can duplicate our values";

(C) "we guarantee to sell for less";

(D) "we sell for less";

(E) "we purchase motor vehicles for less so we can sell them for less";

(F) "highest trade-in allowance";

(G) "we give more in trade than any other dealers"; or

(H) a claim similar to Subsections (2)(l)(i)(A) through (G).

(ii) Unsupported underselling claims may not be used.

(iii) Evidence of supported underselling claims shall:

(A) be contained in the advertisement; and

(B) be produced upon request of a prospective purchaser, peace officer, or employee of the division.

(m) Free. The term "Free" or words of similar meaning, may be used in advertising only if the advertiser is offering a gift that is not conditional on the purchase of any item of tangible personal property or service.

(n)(i) Driving Trial. "Driving trial" means an offer to allow a customer to drive a motor vehicle during a trial period and return the motor vehicle to the dealer at the conclusion of the trial period.

(ii) If a motor vehicle dealer offers a driving trial, the offer shall:

(A) be in writing;

(B) contain the terms and conditions of the offer;

(C) be provided to the customer before the customer takes possession of the motor vehicle that is subject to the driving trial;

(D) provide for the cancellation and return of signed agreements;

(E) provide for the refund of any money or other consideration paid to participate in the driving trial, unless the offer provides otherwise in writing; and

(F) provide for the return of the motor vehicle that was driven during the driving trial and for the return of the customer's vehicle.

(o)(i) Guarantee or warranty. An advertisement that uses a term such as "guarantee," "warranty," or other similar term implying protection, shall include an explanation of each term and coverage of the guarantee or warranty including the time period of coverage of the guarantee or warranty, in clear and concise language.

(ii) A motor vehicle dealer shall provide a purchaser with a written document stating the specific terms and coverage of a guarantee or warranty, including the time period of coverage of the guarantee or warranty.

(p) Name Your Own Deal. Statements including "write your own deal," "name your own price," "name your own monthly payments," "appraise your own motor vehicle," or similar statements may not be used.

(q)(i) Disclosure of Material Facts. A disclosure of material fact that is contained in an advertisement and that involves a type of motor vehicle or motor vehicle transaction shall be made in a clear and conspicuous manner.

(ii) A disclosure under Subsection (2)(q)(i) may not include:

(A) fine print;

(B) mouse print;

(C) font or font size smaller than the smallest font or font size of the text used throughout the body of the advertisement; or

(D) use of an asterisks or other reference symbol to give additional information if the additional information contradicts or substantially changes the meaning of the advertised statements.

(iii) The speed of the words spoken in any verbal advertisement shall be constant throughout the advertisement.

(r)(i) Lease. If an advertisement relates to a lease, the advertisement shall clearly state that the transaction advertised involves a lease.

(ii) For purposes of this Subsection (2)(r), the term "lease" shall be used and shall appear in a prominent position in the advertisement in a font and font size as large as the largest text used to directly advertise the motor vehicle.

(iii) A lease advertisement may not contain the phrase "no down payment" or use a similar phrase if any payment is required to lease the motor vehicle.

(iv) Lease terms that are not available to the general public may not be included in an advertisement directed at the general public.

(v) Limitations and qualifications applicable to the lease terms advertised shall be clearly and conspicuously disclosed.

(s) Electronic Medium Disclosures. A disclosure appearing in any electronic advertising medium shall clearly and conspicuously feature all necessary information in a manner that may be read and understood if type is used, or that may be heard and understood if audio is used.

(t) Invoice or Cost. The terms "invoice" or "factory invoice" may be used if the dealer is willing to show the factory invoice to the prospective buyer. The term "cost" may not be used.

(u) Rebate Offers. "Rebate", "cash rebate," or similar terms may be used only if it is clearly and conspicuously stated who is offering the rebate.

(v) Buy-down Interest Rates. A buy-down interest rate may not be advertised unless the dealer discloses the amount of dealer contribution and states that the contribution by the dealership may increase the negotiated price of the motor vehicle.

(w) Special Status of Dealership. A motor vehicle advertisement may not falsely imply that the dealer has a special sponsorship, approval status, affiliation, or connection with the manufacturer that is greater or more direct than any other like dealer.

(x)(i) Price Equaling. An advertisement that expresses a policy of matching or bettering a competitor's price shall fully disclose any conditions that apply and specify the evidence a consumer shall present to take advantage of the offer.

(ii) The evidence described in Subsection (2)(x)(i), may not place an unreasonable burden on a consumer.

(iii) It is not considered to be an unreasonable burden on a consumer to require the consumer to bring a written offer made to that consumer by an authorized representative of a dealership on a substantially similar motor vehicle.

(y) Auction. "Auction," "auction special," or other similar terms may be used only in connection with a motor vehicle offered or sold at a bona fide auction.

(z) Layout and Type Size. The layout, headlines, illustrations, or font size of a printed advertisement and the broadcast words or pictures of radio, television, or electronic medium advertisements may not convey or permit an erroneous or misleading impression as to a motor vehicle offered at a featured price.

(aa)(i) "Clearly, conspicuously, and accurately" means:

(A) in bold print and in a font size that is capable of being read without unreasonable effort;

(B) in terms that are understandable to the buying public; and

(C) printed close to the qualified representation and not separated or buried by an asterisk in some other part of the advertisement.

(ii) An advertisement of the following may not be misleading and any necessary qualifications shall be clearly, conspicuously, and accurately stated to prevent misunderstanding:

(A) an offer;

(B) an expression;

(C) a display of price;

(D) a term;

(E) a down payment;

(F) a trade-in allowance;

(G) a cash difference;

(H) a savings; or

(I) a term similar to Subsections (2)(aa)(i)(A) through (H).

(bb)(i) An advertisement shall disclose if a vehicle has a branded title or salvage certificate.

(ii) The disclosure described in Subsection (2)(bb)(i) shall be made by inserting the terms "salvage certificate" or "branded title," as appropriate:

(A) immediately following the year, make, and model of the advertised vehicle; and

(B) in the same font and font size as is used to advertise the year, make, and model of the vehicle.

**R877-23V-8. Signs and Identification Pursuant to Utah Code Ann. Section 41-3-105.**

(1) Every dealer, dismantler, manufacturer, remanufacturer, transporter, crusher, body shop, and distributor must post a sign at its principal place of business.

(2) The sign required under Subsection (1) shall:

(a) plainly display in a permanent manner the name under which the business is licensed;

(b) be at least 24 square feet in size, unless required otherwise, in writing, by a government entity; and

(c) be painted on the building, attached to the building with nails or bolts, or affixed to posts that have been securely anchored in the ground.

(3) A similar sign must be conspicuously posted at each additional place of business and must show, in addition, the address of the principal place of business. All signs must remain posted at each place of business and on the office. If the office is not located at the site on which the motor vehicles are displayed or offered for sale or exchange, the bonded dealer number, dismantler number, or manufacturer number must also be conspicuously displayed either on the sign or on the building.

(4) If the additional place of business is an auto show or similar business that will conduct business for ten days or less, the sign need only show the licensee's name as licensed by the division and be of a size that reasonably identifies the licensee.

(5) No place of business may be operated under a name other than that by which the licensee is licensed by the division. No sign may be posted at a place of business that shows a business name other than the one licensed by the division or gives the impression that the business is other than the one licensed by the division. However, a sign containing a variation of the licensee's name, if a variation of the licensee's name is required by a manufacturer in writing, may be posted as long as the sign containing the licensed name is more prominent.

(6) Documents submitted by a licensee to a government entity shall be identified only by the name under which the licensee is licensed by the division. All documents used by the licensee to promote or transact a sale or lease of a vehicle shall identify that licensee only by the name under which the licensee is licensed with the division.

**R877-23V-10. Uniform Vehicle Identification Numbering System for Licensed Manufacturers Pursuant to Utah Code Ann. Section 41-3-202.**

A. Except as provided in subsection (B), all manufacturers of motor vehicles licensed under Section 41-3-202 shall comply with the National Highway Traffic and Safety Administration's Standard No. 115, 49 C.F.R. Section 571.115 (1992), regarding 17-character vehicle identification number (VIN) requirements.

B. Manufacturers involved only in the second stage of a multi-stage vehicle are not required to comply with subsection (A) if the manufacturer of the first stage has complied with subsection (A).

**R877-23V-11. License Information Update Pursuant to Utah Code Ann. Section 41-3-201.**

A. Every person licensed under Section 41-3-202 shall notify the Motor Vehicle Enforcement Division (division) immediately of any change in ownership, address, or circumstance relating to its fitness to be licensed.

B. The division may request the licensee to review information contained in the division's files and notify the division of any corrections that must be made.

**R877-23V-12. Documents Required Prior to Issue of a License Pursuant to Utah Code Ann. Section 41-3-105.**

The following items must be properly completed and presented to the division before a license is issued.

(1) New motor vehicle dealer or new motorcycle and small trailer dealer license:

(a) application for license;

(b) dealer bond in the amount prescribed by Section 41-3-205;

(c) evidence that a Utah sales tax license has been issued to the dealership;

(d) franchise verification from the manufacturer of each make of new motor vehicle to be offered for sale;

(e) pictures of the dealership, clearly showing the office, display space, and required sign;

(f) pictures of the owner, partners, or corporate officers who will act as no-fee salespersons;

(g) the fee required by Section 41-3-601;

(h) evidence that the place of business has been inspected by an authorized division employee or agent;

(i) fingerprints of the owner, partners, or corporate officers who will act as no-fee salespersons, and the fees and waiver required by the Department of Public Safety for the processing of fingerprints.

(2) Used motor vehicle dealer or used motorcycle and small trailer dealer license:

(a) application for license;

(b) dealer bond in the amount prescribed by Section 41-3-205;

(c) evidence that a Utah sales tax license has been issued to the dealership;

(d) pictures of the dealership, clearly showing the office, display space, and required sign;

(e) pictures of the owner, partners, or corporate officers who will act as no-fee salespersons;

(f) the fee required by law;

(g) evidence that the place of business has been inspected by an authorized division employee or agent;

(h) fingerprints of the owner, partners, or corporate officers who will act as no-fee salespersons, and the fees and waiver required by the Department of Public Safety for the processing of fingerprints.

(3) Manufacturer or remanufacturer license:

(a) application for license;

(b) evidence that the applicant has complied with the National Highway Traffic and Safety Administration's Motor Vehicle Safety Standard No. 115, regarding 17 character vehicle identification number (VIN) requirements;

(c) pictures of the principal place of business and required sign;

(d) the fee required by Section 41-3-601;

(e) evidence that a Utah sales tax license has been issued to the manufacturer or remanufacturer;

(f) evidence that the place of business has been inspected by an authorized division employee or agent.

(4) Transporter license:

(a) application for license;

(b) pictures of the principal place of business and required sign;

(c) the fee required by Section 41-3-601;

(d) if applicable, evidence that a Utah sales tax license has been issued to the transporter;

(e) evidence that the place of business has been inspected by an authorized division employee or agent.

(5) Dismantler license:

(a) application for license;

(b) evidence that a Utah sales tax license has been issued for the dismantler;

(c) pictures of the principal place of business, clearly showing the office and required sign;

(d) the fee required by Section 41-3-601;

(e) evidence that the place of business has been inspected by an authorized division employee or agent.

(6) Crusher license:

(a) application for license;

(b) crusher bond as prescribed in Section 41-3-205;

(c) pictures of the principal place of business, clearly showing the office and required sign;

(d) the fee required by Section 41-3-601;

(e) evidence that a Utah sales tax license has been issued for the crusher;

(f) evidence that the place of business has been inspected by an authorized division employee or agent.

(7) Salesperson license:

(a) application for license;

(b) picture of the applicant;

(c) fingerprints of the applicant and the fees and waiver required by the Department of Public Safety for the processing of fingerprints;

(d) the fee required by Section 41-3-601.

(8) Distributor, factory branch, distributor branch, or representative license:

(a) application for license;

(b) the fee required by Section 41-3-601;

(c) pictures of the principal place of business, clearly identifying the office and required sign;

(d) evidence that a Utah sales tax license has been issued for the distributor;

(e) evidence that the place of business has been inspected by a authorized division employee or agent.

(9) Body shop license:

(a) application for license;

(b) body shop bond as prescribed in Section 41-3-205;

(c) pictures of the principal place of business, clearly showing the office and required sign;

(d) the fee required by Section 41-3-601;

(e) evidence that a Utah sales tax license has been issued for the body shop;

(f) evidence that the place of business has been inspected by an authorized division employee or agent.

(10) New applicants may also be required to attend an orientation class on motor vehicle laws and motor vehicle business laws before their license is issued.

**R877-23V-14. Dealer Identification of Fees Associated with Issuance of Temporary Permits Pursuant to Utah Code Ann. Sections 41-3-301 and 41-3-302.**

(1) As used in this section, "dealer documentary service fee" means a fee that a dealer charges a purchaser or lessee of a motor vehicle for preparing or processing any state-mandated documents or services.

(2) Only fees required by Title 41, Chapter 1a, Motor Vehicle Act, may be identified as state-mandated fees.

(3) A dealer that charges the purchaser or lessee of a motor vehicle a dealer documentary service fee shall prominently display a sign in the sales area on the dealer premises in a location that is readily discernable by all purchasers and lessees. The sign shall contain the language set forth in Subsection (3)(a).

(a) "The dealer documentary service fee of $\_\_\_\_\_\_ as set forth in your contract of sale or lease agreement, represents costs to the dealer for preparing and processing documents and other services related to the sale or lease of your vehicle. These fees are not set or mandated by statute or rule."

(b) The amount disclosed under Subsection (3)(a) shall be the actual amount of the dealer documentary service fee under the dealer's contract of sale or lease agreement.

**R877-23V-16. Replacement or Renewal of Lost or Stolen Special Plates Pursuant to Utah Code Ann. Section 41-3-507.**

(1) A lost or stolen dealer, dismantler, manufacturer, remanufacturer, or transporter plate may be replaced upon request of the licensee and at the discretion of the division.

(2) The replaced special plate shall be included in the calculation of special plates a dealer may be issued under Section 41-3-503.

(3) Replacement of a special plate is subject to availability.

**R877-23V-18. Qualifications for a Salvage Vehicle Buyer License Pursuant to Utah Code Ann. Section 41-3-202.**

A. An applicant for a salvage vehicle buyer license shall provide to the division:

1. evidence that the applicant is licensed in any state as a motor vehicle dealer, dismantler, or body shop;

2. a list of any previous motor vehicle related businesses in which the applicant was involved;

3. evidence that the applicant has business experience in buying, selling, or otherwise working with salvage vehicles;

4. evidence that the applicant understands and complies with statutes and rules relating to the handling and disposal of environmental hazardous materials associated with salvage vehicles under Title 19, Chapter 6, Hazardous Substances; and

5. evidence that the applicant has complied with the provisions of Title 41, Chapter 3, Motor Vehicle Business Regulation Act, or similar laws of another state.

**R877-23V-20. Reasonable Cause to Deny, Suspend, or Revoke a License Under Title 41, Chapter 3 Pursuant to Utah Code Ann. Section 41-3-209.**

(1) Subject to Subsection (2), there is a rebuttable presumption that reasonable cause to deny, suspend, or revoke a license under Title 41, Chapter 3 does not include a violation of a state or federal law that otherwise constitutes reasonable cause under Subsection 41-3-209(2) if the licensee or license applicant who has been charged with, found in violation of, or convicted of a state or federal law that constitutes reasonable cause to deny, suspend, or revoke a license under Subsection 41-3-209(2), has

(a)(i) completed any court-ordered probation or parole; or

(ii) met any conditions of a plea in abeyance; and

(b) paid any required criminal restitution and fines.

(2) The division may rebut the presumption under Subsection (1) by presenting evidence to the commission establishing that the license should be denied, suspended, or revoked.

**R877-23V-22. Reasonable Cause to Waive, Reduce, or Compromise a Penalty Pursuant to Utah Code Ann. Section 41-3-704.**

(1)(a) Reasonable cause to reduce or compromise a penalty imposed by the division under Title 41, Chapter 3 may include a penalty imposed under Section 41-3-702 for a second or subsequent offense that is issued for a violation that occurred before the division notifies the party of the penalty for the initial offense.

(b) A person seeking to reduce or compromise a penalty under Subsection (1)(a) shall:

(i) demonstrate that there is reasonable cause to reduce or compromise the penalty; and

(ii) recommend the amount by which the penalty should be reduced or compromised.

(2) A penalty that is reduced or compromised under Subsection (1) may not be reduced or compromised below the penalty imposed for a first offense for that violation.

(3) Reasonable cause to waive, reduce, or compromise a penalty imposed by the division under Title 41, Chapter 3 does not include:

(a) ignorance of the law; or

(b) inability to pay a penalty imposed.

(4) Nothing in this rule prevents a person from appealing the appropriateness of a penalty imposed by the division under Title 41, Chapter 3.

**R877-23V-23. Secure Areas Pursuant to Utah Code Ann. Sections 53-1-102, 53-5-710, 76-8-311.1, and 76-10-523.5.**

The following are prohibited in an area designated as a secure area and operated by the Motor Vehicle Enforcement Division:

(1) a firearm;

(2) ammunition;

(3) a dangerous weapon; or

(4) an explosive.

**R877-23V-24. Advisory Board Procedures Pursuant to Utah Code Ann. Section 41-3-106.**

(1) "Board" means the Advisory Board established in Section 41-3-106.

(2) The board is subject to Title 52, Chapter 4, Open and Public Meetings Act.

(3) A board member may participate electronically in a meeting open to the public under Section 52-4-207 if:

(a) the agenda posted for the meeting establishes one or more anchor locations for the meeting where the public may attend;

(b) at least one board member is at an anchor location; and

(c) each participating board members may be heard by any person attending at an anchor location.

(4) A board member who is participating electronically pursuant to Subsection (3) shall be included in calculating a quorum if the board member is:

(a) connected by audio means; and

(b) verbally recognized as electronically present by a board member at the anchor location.

**KEY: taxation, motor vehicles**

**Date of Last Change: September 15, 2025**

**Notice of Continuation: November 9, 2021**

**Authorizing, and Implemented or Interpreted Law: 41-1a-712; 41-3-105; 41-3-201; 41-3-202; 41-3-210; 41-3-301; 41-3-302; 41-3-305; 41-3-503; 41-3-505; 41-3-506; 41-3-507**