

Dealer fees must show up in the total price of the vehicle

The price you see on the vehicle price sticker on the window, as well as in an ad, must be the total price of the vehicle. This is the full amount you must pay to purchase the vehicle (before taxes).

This number needs to include:

- Dealer/broker agent fees
- Inspection and pre-delivery fees
- The cost of accessories and optional equipment physically attached to the vehicle
- Any other additional fees and transportation charges

Dealer fees may show up:

- As a document fee after the price e.g., \$15,395 plus a \$250 document fee
- In the small or fine print of the ad

Dealer fees are not allowed:

- After the price has been negotiated
- If they are not stated somewhere in the ad and the vehicle sticker price
- Unexpectedly at the end of a transaction
- If displayed as mandatory or government fees

If no dealer fees are shown or discussed, the displayed price includes those fees, if any.