

1993 Assembly Bill 515

Date of enactment: **March 17, 1994**  
Date of publication\*: **March 31, 1994**

## 1993 WISCONSIN ACT 158

AN ACT to create 100.18 (10m) and 100.20 (1r) of the statutes, relating to: price comparisons of new motor vehicles and deceptive advertising and unfair trade practices.

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

**SECTION 1.** 100.18 (10m) of the statutes is created to read:

100.18 (10m) It is deceptive or misleading advertising for a person who sells new motor vehicles to compare new motor vehicle selling prices, including the offered prices or the actual sale prices, to the manufacturer's suggested retail price for that vehicle unless it is clearly and conspicuously disclosed that the latter price is a manufac-

turer's suggested retail price and may not represent actual sale prices.

**SECTION 2.** 100.20 (1r) of the statutes is created to read:

100.20 (1r) It is an unfair method of competition in business or an unfair trade practice for a person who sells new motor vehicles to compare new motor vehicle selling prices, including the offered prices or the actual sale prices, to the manufacturer's suggested retail price for that vehicle unless it is clearly and conspicuously disclosed that the latter price is a manufacturer's suggested retail price and may not represent actual sale prices.

---