**CHAPTER 61:24:07**

**INCENTIVE ADVERTISING**

Section

61:24:07:01 Definitions.

61:24:07:02 Use of the word "free."

61:24:07:03 Warranty advertisement.

61:24:07:04 Motor vehicle price disclosure.

61:24:07:05 Supplemental stickers.

61:24:07:06 Advertising and sales presentation requirements.

61:24:07:07 Bait and switch plans.

61:24:07:08 Advertising at cost or invoice.

61:24:07:09 Used vehicles.

61:24:07:10 Rebates and financing rates.

61:24:07:11 Factory sales -- Wholesale prices.