

SCS SB 390 -- MOTOR VEHICLE DEALER ADVERTISEMENTS

SPONSOR: Taylor (Pratt)

COMMITTEE ACTION: Voted "do pass by consent" by the Committee on Transportation by a vote of 13 to 0.

This substitute allows motor vehicle dealers, when advertising by broadcast or print media, to provide disclaimers and disclosures by referencing an Internet web page or a toll-free number containing the information required to be disclosed by law.

FISCAL NOTE: No impact on state funds in FY 2006, FY 2007, and FY 2008.

PROPONENTS: Supporters say that print media take up a lot of space, and the bill will allow disclaimers and disclosures to be provided in another format.

Testifying for the bill were Senator Taylor; and Missouri Broadcasters Association.

OPPONENTS: There was no opposition voiced to the committee.

Robert Triplett, Legislative Analyst