



OFFICE OF ATTORNEY GENERAL  
STATE OF OKLAHOMA

ATTORNEY GENERAL OPINION  
2019-8A

Roy K. Dockum, Executive Director  
Oklahoma Motor Vehicle Commission  
4334 N.W. Expressway, Suite 183  
Oklahoma City, OK 73116

January 7, 2019

Dear Executive Director Dockum:

This office has received your request for a written Attorney General Opinion regarding action that the Oklahoma Motor Vehicle Commission intends to take pursuant to consent agreement with licensee 654. The Commission proposes to fine the licensee \$1,000 for using prohibited verbiage in its advertising.

Oklahoma law authorizes the Oklahoma Motor Vehicle Commission to “impose a fine not to exceed . . . [\$1,000] against a dealer per occurrence . . . [f]or any failure to comply with any provision of Section 561 et seq. of [Title 47] or any rule promulgated by the Commission” or for engaging in “false or misleading advertising.” 47 O.S.Supp.2018, § 565(A)(3), (5)(b). The Board’s rules prohibit use of “the terms ‘dealer’s cost,’ ‘invoice,’ ‘invoice price,’ or any other reference to the cost of the vehicle to the dealer.” OAC 465:15-3-14(7). The Board may reasonably believe that the proposed action is necessary to deter future violations.

It is, therefore, the official opinion of the Attorney General that the Oklahoma Motor Vehicle Commission has adequate support for the conclusion that this action advances the State’s policy to prevent misleading advertising in the sale of new motor vehicles.

MIKE HUNTER  
ATTORNEY GENERAL OF OKLAHOMA

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