



A Complete Review of the FTC CARS Rule

July 30th, 2024 | and [L. Jean Noonan](#)

Monday General Session

The FTC plans to enact the CARS Rule, which will cause major disruptions for many dealers if it is enacted. This Rule will change the way you market and advertise vehicles and produce much more red tape for dealers. This Rule has faced criticism and is currently facing litigation. Opponents have expressed concerns about the rule's complexity and negative impact on dealership operations and competitiveness. Jean will share the most up-to-date details about the brief that was filed on your behalf, as well as its implications and legal status. This is a must-attend session for all dealers.