



## **AI in the Dealership: Disclosures, Governance, and FTC Risk in Sales and Marketing**

April 2nd, 2026 | [Julia K. Whitelock](#) and [Mark D. Metrey](#)

9:45 AM – 10:45 AM Session 7: AI in the Dealership: Disclosures, Governance, and FTC Risk in Sales and Marketing | Starlight Ballroom

<https://www.dealercounsel.com/events/2026-nadc-annual-conference>