



## Explaining The New CARS Rule

May 30th, 2024 | [Eric L. Johnson](#) and [Mark D. Metrey](#)

10:15 AM – 11:00 AM

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Tuesday

Offering price, record retention, government fees, dealer fees, advertising rules and disclosure documents – the new FTC CARS Rule will affect each of these areas and more. In this session, Eric Johnson and Mark Metrey will explain the rule, discuss strategies for keeping dealers compliant and provide a self-audit list to identify weaknesses and mitigate risks.