

# HOUSE . . . . . No. 5553

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## *The Commonwealth of Massachusetts*

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HOUSE OF REPRESENTATIVES, May 21, 1987.

The committee on Commerce and Labor to whom were referred the petition (accompanied by bill, House, No. 4180) of Sherwood Guernsey for legislation to regulate the placement of insignias, logos or name plates on motor vehicles by dealers of such vehicles, and the petition (accompanied by bill, House, No. 4185) of William B. Vernon and another for legislation to prohibit motor vehicle dealers from affixing decals advertising their business establishment without the buyer's permission, reports recommending that the accompanying bill (House, No. 5553) ought to pass.

For the committee,

MARILYN L. TRAVINSKI

## The Commonwealth of Massachusetts

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In the Year One Thousand Nine Hundred and Eighty-Seven.

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AN ACT RELATIVE TO THE PLACEMENT OF DEALER'S INSIGNIAS, LOGOS OR  
NAME PLATES ON AN AUTOMOBILE.

*Be it enacted by the Senate and House of Representatives in General  
Court assembled, and by the authority of the same, as follows:*

1 Chapter 255B of the General Laws, as appearing in the 1984  
2 Official Edition, is amended by inserting after section 13 the  
3 following:

4 Section 13A. A seller or an agent or employee of a seller of  
5 motor vehicles may not place on a motor vehicle an insignia, logo,  
6 or other plate that advertises the name of the seller; provided,  
7 however, that the seller, his agent or employee may place an  
8 insignia, logo or other plate advertising the name of the seller if  
9 the buyer consents in writing to the placement of said insignia,  
10 logo or plate. Said seller must provide a buyer a written consent  
11 form at the time of the purchase of the motor vehicle. The original  
12 of the written consent form shall be retained by the seller and a  
13 true copy retained by the buyer. The seller's failure to obtain  
14 written consent from the buyer shall enable the buyer to request  
15 the seller to remove any insignia, logo or plate and make all repairs  
16 necessary to restore the motor vehicle to its original condition.  
17 Each seller shall post in a conspicuous place, a notice explaining  
18 the buyer's rights under this section. Any violation of this section  
19 shall be punishable by a fine of not less than two hundred dollars.