

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2009

S

2

SENATE BILL 913  
Commerce Committee Substitute Adopted 5/12/09

Short Title: Clarify Motor Vehicle Franchise Laws.

(Public)

Sponsors:

Referred to:

March 26, 2009

1 A BILL TO BE ENTITLED  
2 AN ACT TO CLARIFY MOTOR VEHICLE DEALERS AND MANUFACTURERS  
3 LICENSING LAWS.

4 The General Assembly of North Carolina enacts:

5 **SECTION 1.** G.S. 20-305(4) reads as rewritten:

6 "**§ 20-305. Coercing dealer to accept commodities not ordered; threatening to cancel**  
7 **franchise; preventing transfer of ownership; granting additional franchises;**  
8 **terminating franchises without good cause; preventing family succession.**

9 It shall be unlawful for any manufacturer, factory branch, distributor, or distributor branch,  
10 or any field representative, officer, agent, or any representative whatsoever of any of them:

11 ...

12 (4) Notwithstanding the terms of any franchise agreement, to prevent or refuse  
13 to approve the sale or transfer of the ownership of a dealership by the sale of  
14 the business, stock transfer, or otherwise, or the transfer, sale or assignment  
15 of a dealer franchise, or a change in the executive management or principal  
16 operator of the dealership, the relocation or addition of a different line-make  
17 franchise to the dealership facility, or the relocation of the dealership to  
18 another site within the dealership's relevant market area, if the  
19 Commissioner has determined, if requested in writing by the dealer within  
20 30 days after receipt of an objection to the proposed transfer, sale,  
21 assignment, relocation, or change, and after a hearing on the matter, that the  
22 failure to permit or honor the transfer, sale, assignment, addition, relocation,  
23 or other change is unreasonable under the circumstances, fails to meet the  
24 standards specified in this section. No franchise may be transferred, sold,  
25 assigned, relocated, or the executive management or principal operators  
26 changed, unless the franchisor has been given at least 30 days' prior written  
27 notice as to the proposed transferee's name and address, financial ability, and  
28 qualifications of the proposed transferee, a copy of the purchase agreement  
29 between the dealership and the proposed transferee, the identity and  
30 qualifications of the persons proposed to be involved in executive  
31 management or as principal operators, and the location and site plans of any  
32 proposed addition of a different line-make or relocation. The franchisor shall  
33 send the dealership and the proposed transferee notice of objection, by  
34 registered or certified mail, return receipt requested, to the proposed transfer,  
35 sale, assignment, addition of a different line-make, relocation, or change  
36 within 30 days after receipt of notice from the dealer, as provided in this  
37 section. The notice of objection shall state in detail all factual and legal bases



1 for the objection on the part of the franchisor to the proposed transfer, sale,  
2 assignment, addition of a different line-make, relocation, or change that is  
3 specifically referenced in this subdivision. An objection to a proposed  
4 transfer, sale, assignment, addition of a different line-make, relocation, or  
5 change in the executive management or principal operator of the dealership  
6 may only be premised upon the factual and legal bases specifically  
7 referenced in this subdivision. A manufacturer's notice of objection which is  
8 based upon factual or legal issues that are not specifically referenced in this  
9 subdivision as being issues upon which the Commissioner shall base his  
10 determination shall not be effective to preserve the franchisor's right to  
11 object to the proposed transfer sale, assignment, relocation, or change,  
12 provided the dealership or proposed transferee has submitted written notice,  
13 as required above, as to the proposed transferee's name and address,  
14 financial ability, and qualifications of the proposed transferee, a copy of the  
15 purchase agreement between the dealership and the proposed transferee, the  
16 identity and qualifications of the persons proposed to be involved in the  
17 executive management or as principal operators, and the location and site  
18 plans of any proposed addition of a different line-make or relocation. Failure  
19 by the franchisor to send notice of objection within 30 days shall constitute  
20 waiver by the franchisor of any right to object to the proposed transfer, sale,  
21 assignment, addition of a different line-make, relocation, or change. If the  
22 franchisor requires additional information to complete its review, the  
23 franchisor shall notify the dealership within 15 days after receipt of the  
24 proposed transferee's name and address, financial ability, and qualifications,  
25 a copy of the purchase agreement between the dealership and the proposed  
26 transferee, the identity and qualifications of the persons proposed to be  
27 involved in executive management or as principal operators, and the location  
28 and site plans of any proposed addition of a different line-make or  
29 relocation. If the franchisor fails to request additional information from the  
30 dealer or proposed transferee within 15 days of receipt of this initial  
31 information, the 30-day time period within which the franchisor may provide  
32 notice of objection shall be deemed to run from the initial receipt date.  
33 Otherwise, the 30-day time period within which the franchisor may provide  
34 notice of objection shall run from the date the franchisor has received the  
35 supplemental information requested from the dealer or proposed transferee;  
36 provided, however, that failure by the franchisor to send notice of objection  
37 within 60 days of the franchisor's receipt of the initial information from the  
38 dealer shall constitute waiver by the franchisor of any right to object to the  
39 proposed transfer, sale, assignment, relocation, or change. With respect to a  
40 proposed transfer of ownership, sale, or assignment, the sole issue for  
41 determination by the Commissioner and the sole issue upon which the  
42 Commissioner shall hear or consider evidence is whether, by reason of lack  
43 of good moral character, lack of general business experience, or lack of  
44 financial ability, the proposed transferee is unfit to own the dealership. For  
45 purposes of this subdivision, the refusal by the manufacturer to accept a  
46 proposed transferee who is of good moral character and who otherwise  
47 meets the written, reasonable, and uniformly applied business experience  
48 and financial requirements, if any, required by the manufacturer of owners  
49 of its franchised automobile dealerships is presumed to demonstrate the  
50 manufacturer's failure to prove that the proposed transferee is unfit to own  
51 the dealership. With respect to a proposed change in the executive

1 management or principal operator of the dealership, the sole issue for  
2 determination by the Commissioner and the sole issue on which the  
3 Commissioner shall hear or consider evidence shall be whether, by reason of  
4 lack of training, lack of prior experience, poor past performance, or poor  
5 character, the proposed candidate for a position within the executive  
6 management or as principal operator of the dealership is unfit for the  
7 position. For purposes of this subdivision, the refusal by the manufacturer to  
8 accept a proposed candidate for executive management or as principal  
9 operator who is of good moral character and who otherwise meets the  
10 written, reasonable, and uniformly applied standards or qualifications, if any,  
11 of the manufacturer relating to the business experience and prior  
12 performance of executive management required by the manufacturers of its  
13 dealers is presumed to demonstrate the manufacturer's failure to prove the  
14 proposed candidate for executive management or as principal operator is  
15 unfit to serve the capacity. With respect to a proposed addition or relocation  
16 of a different line-make franchise to the dealership facility, the only issues  
17 for determination by the Commissioner are whether the dealership's sales,  
18 service, and parts facilities would be sufficient to handle the reasonably  
19 expected demands of the multi-franchise dealership and whether the  
20 dealership possesses sufficient working capital and line of credit to handle  
21 the reasonably expected needs of the multi-franchise facility. With respect to  
22 a proposed relocation or other proposed change, the issue for determination  
23 by the Commissioner is whether the proposed relocation or other change is  
24 unreasonable under the circumstances. For purposes of this subdivision, the  
25 refusal by the manufacturer to agree to a proposed relocation which meets  
26 the written, reasonable, and uniformly applied standards or criteria, if any, of  
27 the manufacturer relating to dealer relocations is presumed to demonstrate  
28 that the manufacturer's failure to prove the proposed relocation is  
29 unreasonable under the circumstances. The manufacturer shall have the  
30 burden of proof before the Commissioner under this subdivision. It is  
31 unlawful for a manufacturer to, in any way, condition its approval of a  
32 proposed transfer, sale, assignment, change in the dealer's executive  
33 management, principal operator, or appointment of a designated successor,  
34 on the existing or proposed dealer's willingness to construct a new facility,  
35 renovate the existing facility, acquire or refrain from acquiring one or more  
36 line-makes of vehicles, separate or divest one or more line-makes of vehicle,  
37 or establish or maintain exclusive facilities, personnel, or display space. It is  
38 unlawful for a manufacturer to, in any way, condition its approval of a  
39 proposed relocation on the existing or proposed dealer's willingness to  
40 acquire or refrain from acquiring one or more line-makes of vehicles,  
41 separate or divest one or more line-makes of vehicle, or establish or maintain  
42 exclusive facilities, personnel, or display space. The opinion or  
43 determination of a franchisor that the continued existence of one of its  
44 franchised dealers situated in this State is not viable, or that the dealer holds  
45 or fails to hold licensing rights for the sale of other line-makes of vehicles in  
46 a manner consistent with the franchisor's existing or future distribution or  
47 marketing plans, shall not constitute a lawful basis for the franchisor to fail  
48 or refuse to approve a dealer's proposed relocation: provided, however, that  
49 nothing contained in this subdivision shall be deemed to prevent or prohibit  
50 a franchisor from failing to approve a dealer's proposed relocation on  
51 grounds that the specific site or facility proposed by the dealer is otherwise

1 unreasonable under the circumstances. Approval of a relocation pursuant to  
2 this subdivision shall not in itself constitute the franchisor's representation or  
3 assurance of the dealer's viability at that location."

4 **SECTION 2.** G.S. 20-305(28) reads as rewritten:

5 **"§ 20-305. Coercing dealer to accept commodities not ordered; threatening to cancel**  
6 **franchise; preventing transfer of ownership; granting additional franchises;**  
7 **terminating franchises without good cause; preventing family succession.**

8 It shall be unlawful for any manufacturer, factory branch, distributor, or distributor branch,  
9 or any field representative, officer, agent, or any representative whatsoever of any of them:

10 ...

11 (28) To require, coerce, or attempt to coerce any new motor vehicle dealer to  
12 purchase or order any new motor vehicle as a precondition to purchasing,  
13 ordering, or receiving any other new motor vehicle or vehicles. Nothing  
14 herein shall prevent a manufacturer from requiring that a new motor vehicle  
15 dealer fairly represent and inventory the full line current model year new  
16 motor vehicles which are covered by the franchise ~~agreement~~agreement,  
17 provided that such inventory representation requirements are not  
18 unreasonable under the circumstances."

19 **SECTION 3.** G.S. 20-305(30) reads as rewritten:

20 **"§ 20-305. Coercing dealer to accept commodities not ordered; threatening to cancel**  
21 **franchise; preventing transfer of ownership; granting additional franchises;**  
22 **terminating franchises without good cause; preventing family succession.**

23 It shall be unlawful for any manufacturer, factory branch, distributor, or distributor branch,  
24 or any field representative, officer, agent, or any representative whatsoever of any of them:

25 ...

26 (30) To vary the price charged to any of its franchised new motor vehicle dealers  
27 located in this State for new motor vehicles based on the dealer's purchase of  
28 new facilities, supplies, tools, equipment, or other merchandise from the  
29 manufacturer, the dealer's relocation, remodeling, repair, or renovation of  
30 existing dealerships or construction of a new facility, the dealer's  
31 participation in training programs sponsored, endorsed, or recommended by  
32 the manufacturer, whether or not the dealer is dualed with one or more other  
33 line makes of new motor vehicles, or the dealer's sales penetration. Except as  
34 provided in this subdivision, it shall be unlawful for any manufacturer,  
35 factory branch, distributor, or distributor branch, or any field representative,  
36 officer, agent, or any representative whatsoever of any of them to vary the  
37 price charged to any of its franchised new motor vehicle dealers located in  
38 this State for new motor vehicles based on the dealer's sales volume, the  
39 dealer's level of sales or customer service satisfaction, the dealer's purchase  
40 of advertising materials, signage, nondiagnostic computer hardware or  
41 software, communications devices, or furnishings, or the dealer's  
42 participation in used motor vehicle inspection or certification programs  
43 sponsored or endorsed by the manufacturer.

44 The price of the vehicle, for purposes of this subdivision shall include  
45 the manufacturer's use of rebates, credits, or other consideration that has the  
46 effect of causing a variance in the price of new motor vehicles offered to its  
47 franchised dealers located in the State.

48 Notwithstanding the foregoing, nothing in this subdivision shall be  
49 deemed to preclude a manufacturer from establishing sales contests or  
50 promotions that provide or award dealers or consumers rebates or incentives;

1 provided, however, that the manufacturer complies with all of the following  
2 conditions:

- 3 a. With respect to manufacturer to consumer rebates and incentives, the  
4 manufacturer's criteria for determining eligibility shall:
- 5 1. Permit all of the manufacturer's franchised new motor vehicle  
6 dealers in this State to offer the rebate or incentive; and
  - 7 2. Be uniformly applied and administered to all eligible  
8 consumers.
- 9 b. With respect to manufacturer to dealer rebates and incentives, the  
10 rebate or incentive program shall:
- 11 1. Be based solely on the dealer's actual or reasonably  
12 anticipated sales volume or on a uniform per vehicle sold or  
13 leased basis;
  - 14 2. Be uniformly available, applied, and administered to all of the  
15 manufacturer's franchised new motor vehicle dealers in this  
16 State; and
  - 17 3. Provide that any of the manufacturer's franchised new motor  
18 vehicle dealers in this State may, upon written request, obtain  
19 the method or formula used by the manufacturer in  
20 establishing the sales volumes for receiving the rebates or  
21 incentives and the specific calculations for determining the  
22 required sales volumes of the inquiring dealer and any of the  
23 manufacturer's other franchised new motor vehicle dealers  
24 located within 75 miles of the inquiring dealer.

25 Nothing contained in this subdivision shall prohibit a manufacturer from  
26 providing assistance or encouragement to a franchised dealer to remodel,  
27 renovate, recondition, or relocate the dealer's existing facilities, provided that  
28 this assistance, encouragement, or rewards are not determined on a per  
29 vehicle basis.

30 It is unlawful for any manufacturer to charge or include the cost of any  
31 program or policy prohibited under this subdivision in the price of new  
32 motor vehicles that the manufacturer sells to its franchised dealers or  
33 purchasers located in this State.

34 In the event that as of October 1, 1999, a manufacturer was operating a  
35 program that varied the price charged to its franchised dealers in this State in  
36 a manner that would violate this subdivision, or had in effect a documented  
37 policy that had been conveyed to its franchised dealers in this State and that  
38 varied the price charged to its franchised dealers in this State in a manner  
39 that would violate this subdivision, it shall be lawful for that program or  
40 policy, including amendments to that program or policy that are consistent  
41 with the purpose and provisions of the existing program or policy, or a  
42 program or policy similar thereto implemented after October 1, 1999, to  
43 continue in effect as to the manufacturer's franchised dealers located in this  
44 State until June 30, ~~2010~~2014.

45 In the event that as of June 30, 2001, a manufacturer was operating a  
46 program that varied the price charged to its franchised dealers in this State in  
47 a manner that would violate this subdivision, or had in effect a documented  
48 policy that had been conveyed to its franchised dealers in this State and that  
49 varied the price charged to its franchised dealers in this State in a manner  
50 that would violate this subdivision, and the program or policy was  
51 implemented in this State subsequent to October 1, 1999, and prior to June

1 30, 2001, and provided that the program or policy is in compliance with this  
2 subdivision as it existed as of June 30, 2001, it shall be lawful for that  
3 program or policy, including amendments to that program or policy that  
4 comply with this subdivision as it existed as of June 30, 2001, to continue in  
5 effect as to the manufacturer's franchised dealers located in this State until  
6 June 30, ~~2010~~2014.

7 Any manufacturer shall be required to pay or otherwise compensate any  
8 franchise dealer who has earned the right to receive payment or other  
9 compensation under a program in accordance with the manufacturer's  
10 program or policy.

11 The provisions of this subdivision shall not be applicable to multiple or  
12 repeated sales of new motor vehicles made by a new motor vehicle dealer to  
13 a single purchaser under a bona fide fleet sales policy of a manufacturer,  
14 factory branch, distributor, or distributor branch."

15 **SECTION 4.** G.S. 20-305.1 is amended by adding a new subsection to read:

16 "(b3) Notwithstanding the terms of any franchise or other agreement, or the terms of any  
17 program, policy, or procedure of any manufacturer, it shall be unlawful for a manufacturer to  
18 take or threaten to take any adverse action against a dealer located in this State, or to otherwise  
19 discriminate against any dealer located in this State, on the basis that the dealer sold or leased a  
20 motor vehicle to a customer who either exported the vehicle to a foreign country or who resold  
21 the vehicle to a third party, unless the dealer knew or reasonably should have known that the  
22 customer intended to export or resell the motor vehicle prior to the customer's purchase of the  
23 vehicle from the dealer. The conduct prohibited under this subsection includes, but is not  
24 limited to, a manufacturer's actual or threatened: (i) failure or refusal to allocate, sell, or deliver  
25 motor vehicles to the dealer; or (ii) discrimination against any dealer in the allocation of  
26 vehicles; or (iii) charging back or withholding payments or other compensation or  
27 consideration for which a dealer is otherwise eligible for warranty reimbursement or under a  
28 sales promotion, incentive program, or contest; or (iv) disqualification of a dealer from  
29 participating in or discrimination against any dealer relating to any sales promotion, incentive  
30 program, or contest; or termination of a franchise. In any proceeding brought pursuant to this  
31 subsection, there shall be a rebuttable presumption that the dealer, prior to the customer's  
32 purchase of the vehicle, did not know nor should have reasonably known that the customer  
33 intended to export or resell the motor vehicle, if (i) following the sale, the vehicle is titled,  
34 registered, and, where applicable, taxes paid in any state or territory within the United States in  
35 the name of a customer who was physically present at the dealership at or prior to the time of  
36 sale, and (ii) the dealer did not know, prior to the consummation of the sale, that the vehicle  
37 would be shipped to a foreign country."

38 **SECTION 5.** G.S. 20-305.1 is amended by adding a new subsection to read:

39 "(f1) The provisions of subsections (a), (b), (b1), (b2), and (c) of this section applicable to  
40 a motor vehicle manufacturer shall also apply to a component parts manufacturer. For  
41 purposes of this section, a component parts manufacturer means a person, resident, or  
42 nonresident of this State, who manufactures or assembles new motor vehicle "component parts"  
43 and directly warrants the component parts to the consumer. For purposes of this section,  
44 component parts means an engine, power train, rear axle, or other part of a motor vehicle that is  
45 not warranted by the final manufacturer of the motor vehicle."

46 **SECTION 6.** This act is effective when it becomes law.

47 **SECTION 7.** If any provision of this act or its application is held invalid, the  
48 invalidity does not affect other provisions or applications of this act that can be given effect  
49 without the invalid provisions or application, and to this end the provisions of this act are  
50 severable.