



Colorado Automobile Dealers Association

*** DEALER ACTION ALERT!! ***

TO: CADA MEMBERS
FROM: TIM JACKSON
RE: DENVER AUTO SHOW: REMINDER THAT SUNDAY SALES ARE PROHIBITED
***** SALES REPS CANNOT SELL OR OFFER TO SELL VEHICLES ON SUNDAY *****
DATE: MARCH 12, 2008

This is to remind all member dealers who intend to participate in the Denver Auto Show this year that your sales representatives cannot sell or offer to sell vehicles on Sunday. This is certainly not a new requirement, and one that all Colorado dealerships and sales representatives should be well aware. Department of Revenue – Auto Industry Division (“the Division”) is always on-site to monitor the show—especially the prohibition on Sunday sales. Investigative personnel will be actively auditing the Denver Auto Show, as they do every year. CADA has always advised sales representatives to refrain from discussing any specifics regarding price, terms, financing, or aspects of an actual sale or offer to sell. On Sunday, discussions with consumers need to be focused on *educating* consumers on vehicle features. As always, there will be signs posted throughout the Denver Auto Show to remind all attendees that “Colorado law prohibits the sale of motor vehicles on Sunday.” This is a law that CADA membership actively supports, defends and believes is valuable to consumers as well as dealers.

The relevant Colorado statute and penalties are included below. The off-site permit for the Auto Show does NOT permit Sunday sales; any date falling on a Sunday is subject to the Sunday closing law.

12-6-302. Sunday closing.

No person, firm, or corporation, whether owner, proprietor, agent, or employee, shall keep open, operate, or assist in keeping open or operating any place or premises or residences, whether open or closed, for the purpose of selling, bartering, or exchanging or offering for sale, barter, or exchange any motor vehicle, whether new, used, or secondhand, on the first day of the week commonly called Sunday. This. . . shall not apply to the opening of an establishment or place of business on the said first day of the week for other purposes, such as the sale of petroleum products, tires, or automobile accessories, or for the purpose of operating and conducting a motor vehicle repair shop, or for the purpose of supplying such services as towing or wrecking. . . .

12-6-303. Penalties. Any person, firm, partnership, or corporation who violates any of the provisions of this part 3 is guilty of a misdemeanor and, upon conviction thereof, shall be punished by a fine of not less than seventy-five dollars nor more than one thousand dollars, or by imprisonment in the county jail for not more than six months, or the court, in its discretion, may suspend or revoke the Colorado motor vehicle dealer’s license issued under the provisions of part 1 of this article, or by such fine and imprisonment and suspension or revocation.

If you have questions or need further information, please contact:

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