



MANUFACTURER DISPLAY GUIDELINES

ONLY A MANUFACTURER MAY HAVE A SINGLE MAKE DISPLAY.

A “manufacturer’s display” and a competitive make and model “auto show” are two different types of events. The purpose of this literature is to explain how to host a manufacturer’s display. Please refer to materials on “how to host an auto show” to learn more about that type of event.

General Definition – The purpose of a manufacturer’s display is to display the manufacturer’s vehicles to the general public (including the media) to review and inspect the qualities and characteristics of the vehicles at a public location. Only a manufacturer may display a single make of vehicle without a competing manufacturer also being present at the same place.

Guidelines:

1. Permission must be sought and received from Registrar of Motor Vehicles. A letter of request from the manufacturer must include the following:
 - The location and date(s) of the display;
 - A statement that the vehicle(s) will belong to the manufacturer;
 - A statement that there will be no signs or written reference in the display area identifying local dealers;
 - A statement that no sales activity will take place.
2. All requests must be received in our office at least 45 days prior to the opening date of the display. A sample of a request is provided for applicants to modify and use. Visit our web site to view the sample letter.
3. A manufacturer may display its vehicles at its manufacturing plants without requesting permission from the Registrar to hold such a display. However, a manufacturer cannot have an auto show or display of vehicles assigned to area dealers at its plants or facilities.

If you have any questions, please refer to our web site at www.OhioAutoDealers.com or call (614) 752-7637.

Please mail or fax your request to:

**Ohio Bureau of Motor Vehicles
Attn: Dealer Licensing Section
P.O. Box 16521
Columbus, Ohio 43216-6521
(614) 752-7220 Facsimile**

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**Sample wording for requesting a “manufacturer’s display” according to
ORC Section 4517.22**

MANUFACTURER OR ORGANIZER’S OFFICIAL LETTERHEAD

<Date>

Ohio Bureau of Motor Vehicles
Attention: Dealer Licensing Section
P.O. Box 16521
Columbus, Ohio 43216-6521

To Whom It May Concern:

On behalf of <manufacturer’s name>, <a second possible manufacturer’s name>, <a third possible manufacturer’s name>, we are requesting permission to hold a manufacturer’s display at the <name and address of location> on <date(s) of event>.

1. The vehicles will belong to the manufacturer(s).
2. There will be no signs or written reference in the display area identifying any local dealer(s).
3. No sales activity will take place.

Please feel free to contact me at <number> if you have any questions or concerns regarding the request for display.

Sincerely,

<Manufacturer’s representative or organizer>