

Moved by McGee

Seconded by Hammond

IN THE SENATE
SENATE AMENDMENT TO H.B. NO. 187

AMENDMENT TO SECTION 1

On page 1 of the printed bill, delete lines 11 through 27, and insert:

"49-2805A. NOTICE. (1) All advertisements to sell a motor vehicle service contract from an automobile dealer licensed pursuant to chapter 16, title 49, Idaho Code, a motor vehicle manufacturer, a motor vehicle service contract provider, its representative or any other person, shall contain the following notice in clear, conspicuous and understandable language that is easy to read and is in substantially the following form:

"THIS IS AN ADVERTISEMENT FOR A MOTOR VEHICLE SERVICE CONTRACT. THE SENDER OF THIS ADVERTISEMENT IS (INSERT NAME AND CONTACT INFORMATION OF THE LICENSED IDAHO AUTOMOBILE DEALER, THE MOTOR VEHICLE MANUFACTURER, THE MOTOR VEHICLE SERVICE CONTRACT PROVIDER, ITS REPRESENTATIVE OR THE PERSON SENDING THE ADVERTISEMENT)."

(2) The term "advertisement" as used in this section shall not include any marketing materials provided to consumers within the offices of a licensed automobile dealer or at the point of sale of a motor vehicle service contract."

AMENDMENT TO THE BILL

On page 1, following line 27, insert:

"SECTION 2. That Section 49-2806, Idaho Code, be, and the same is hereby amended to read as follows:

49-2806. PROHIBITED ACTS. (1) A motor vehicle service contract provider may not use in its name, contracts or literature:

(a) Any of the words insurance, casualty, surety, mutual or any other words descriptive of the insurance, casualty or surety business; or

(b) A name deceptively similar to the name or description of any insurance or surety corporation, or any other motor vehicle service contract provider.

(2) A motor vehicle service contract provider, ~~or~~ its representative or any other person may not make, permit or allow to be made any false, deceptive or misleading statement, or deliberately omit any material statement that would be considered misleading if omitted, in connection with the sale, offer to sell or advertisement of a motor vehicle service contract.

(3) A motor vehicle service contract provider, its representative or any other person may not make, permit or allow to be made any advertisement to sell a motor vehicle service contract that does not comply with section 49-2805A, Idaho Code.

1 SECTION 3. That Chapter 28, Title 49, Idaho Code, be, and the same is hereby amended
2 by the addition thereto of a NEW SECTION, to be known and designated as Section 49-2811,
3 Idaho Code, and to read as follows:

4 49-2811. ENFORCEMENT BY ATTORNEY GENERAL. The attorney general may,
5 when in the public interest, bring an action pursuant to the Idaho consumer protection act,
6 chapter 6, title 48, Idaho Code, against any motor vehicle service contract provider, its repre-
7 sentative or any other person for a violation of the provisions of section 49-2805A or 49-2806,
8 Idaho Code. For purposes of such action, violations of the provisions of section 49-2805A or
9 49-2806, Idaho Code, shall be deemed to be violations of the Idaho consumer protection act.
10 In any such action, the attorney general and the district court shall have the same authority as is
11 granted the attorney general and the district court under the Idaho consumer protection act.

12 SECTION 4. This act shall be in full force and effect on and after July 1, 2009. Provided
13 that Section 1 of this act shall be null, void and of no force and effect on and after July 1,
14 2010."

15 CORRECTIONS TO TITLE

16 On page 1, delete lines 4 through 6, and insert: "TO PROVIDE FOR NOTICE
17 RELATING TO CERTAIN ADVERTISEMENTS AND TO DEFINE A TERM; AMENDING
18 SECTION 49-2806, IDAHO CODE, TO PROVIDE THAT A MOTOR VEHICLE SERVICE
19 CONTRACT PROVIDER, ITS REPRESENTATIVE OR ANY OTHER PERSON MAY NOT
20 MAKE, PERMIT OR ALLOW TO BE MADE CERTAIN STATEMENTS OR DELIBER-
21 ATELY OMIT CERTAIN STATEMENTS IN CONNECTION WITH THE SALE, OFFER TO
22 SELL OR ADVERTISEMENT OF A MOTOR VEHICLE SERVICE CONTRACT, AND TO
23 PROVIDE FOR APPLICATION OF LAW; AND AMENDING TITLE 49, CHAPTER 28,
24 IDAHO CODE, BY THE ADDITION OF A NEW SECTION, 49-2811, IDAHO CODE, TO
25 PROVIDE THAT THE ATTORNEY GENERAL MAY BRING AN ACTION FOR CERTAIN
26 VIOLATIONS AND TO PROVIDE PROVISIONS RELATING TO THE AUTHORITY
27 OF THE ATTORNEY GENERAL AND THE DISTRICT COURT; AND PROVIDING AN
28 EFFECTIVE DATE."