



Colorado Automobile Dealers Association

***** DEALER ACTION ALERT!! *****

TO: CADA Members
FROM: Tim Jackson
RE: DENVER AUTO SHOW REMINDER: DEALERS MUST OBTAIN OFF-PREMISE PERMITS BEFORE THE START OF THE AUTO SHOW
DATE: March 10, 2009



This is to remind all member dealers who intend to engage in any **sales activity*** at the Denver Auto Show—which runs April 1st through the 5th this year—that an off-premise permit must be obtained BEFORE the start of the show.

**Sales Activity:* Generally, an off-site permit is required when sales activity is taking place off-site, not for the mere display-only of vehicles. While the topic of what exactly constitutes “sales” is a somewhat gray area, CADA encourages dealers to err on the side of caution. Typically, “sales activity” is deemed to include test drives or any discussions with a consumer regarding price, financing, and/or related aspects of an actual deal that extend beyond discussing the vehicle attributes and features. That is the guidance that has been provided at the Denver International Auto Show in the past regarding “sales activity” in reference to Sunday sales.

As long as you submit the DR2043 application form (4 copies), along with the required **\$60.00 fee** (*NOTE: this is a slight increase from last year*), by end of business, Tuesday, March 31st, to the Department of Revenue – Auto Industry Division (“the Division”), your application will be timely. The form is included with this memo and can be found on the Division’s web site, at the following:

- ➔ DOR Auto Industry home page - www.colorado.gov/revenue/AID
 - Select “Forms and Publications” from the left side-bar and look up by form name or form number.

[NOTE: When completing this form, the “sale ending date” is Sunday, April 5th. Even though sales cannot be conducted on that day, it is still considered the ending date of the auto show].

The Division has asked CADA to advise that you will not be allowed to obtain a permit at the event; you must have this application submitted ahead of time to the Auto Industry Division, 1881 Pierce Street, Suite 142, Lakewood, CO, 80214.

The basis for this requirement is that the relevant statute states that a request for an off-premise permit must be obtained PRIOR to the event – which means prior to the start of the event, even if your dealership may not be sending personnel until later during the course of the show:

REGULATION 12-6-102 (16).

1. A motor vehicle dealer or used motor vehicle dealer shall obtain an off-premise permit to offer, display, and sell motor vehicles away from the dealer’s place of business. A request for an off-premise permit shall be made in writing prior to the event and shall list the location and the date(s) of the sale. The permit shall be posted for inspection at the sale.

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

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