

THE POWERSPORTS ADVERTISING PLAYBOOK

Dealer quick guide | J.R. Collins, DX1 | Polaris 6 / Garage Composites

START HERE There is no single nationwide powersports price formula. State, product, license and transaction details matter.

MAKE THE PRICE MATCH THE DEAL

The advertised price and the real deal should tell the same story.

01

BUILD

Start with the price the customer can actually obtain for the represented unit.

02

PUBLISH

Make material conditions, options, availability and disclosures clear where the claim appears.

03

CHECK

Inspect every important destination - not just the source record.

FACT FROM FICTION

"The FTC created a new powersports pricing law in 2026."

NOT QUITE

The auto warnings and FAQ did not create a nationwide powersports rule. Section 5 is the longstanding federal baseline.

"The CARS Rule is current law."

NO

It never took effect, was vacated and was later withdrawn. Its final scope also excluded core powersports categories.

"A warning letter is a fine."

NO

Notice, investigation, complaint, order and penalty are different stages. Authority and facts determine the possible result.

"MAP is the law."

NO

OEM, MAP and co-op requirements are private policy. They can matter commercially without becoming public law.

"One advertised-price formula works everywhere."

NO

State, product, seller/license, new-used status, channel and transaction facts can change the answer.

KEEP THESE BUCKETS SEPARATE

Dealer price | Mandatory dealer-controlled charge | Government charge | Optional add-on | Conditional incentive | Credit term

BEFORE YOU PUBLISH, ASK FIVE QUESTIONS

A one-minute check for the live ad, the offer behind it and every channel that carries it

- 1 Can the customer buy this unit for the displayed dealer price?
- 2 What would make that price change for this customer?
- 3 If we show a payment or rate, are the necessary terms right beside it?
- 4 Does every place this unit appears tell the same accurate story?
- 5 Who checked the live ad - and can we show what was published?

CHECK THE RENDERED RESULT

Website > Search > OEM portal > Classifieds > Social > Lead response > Deal

STATE CHECK

- States connected to the ad, seller, delivery or sale
- Seller and license type
- Exact product classification and new/used status
- Mandatory, optional, conditional and government amounts
- Current primary sources and verified date

CHANNEL CHECK

- What did the destination receive?
- What did it map, omit, truncate or change?
- Does the first impression match the full page?
- Who owns the correction?
- Can you preserve what was published?

IF A NOTICE ARRIVES

- PRESERVE the notice, ad, feed and support
- VERIFY sender, document type and earliest deadline
- ROUTE to counsel and the internal facts owners
- Correct a live issue without erasing history
- Do not assume a warning is a fine

FOLLOW-UP RESOURCES

Presentation | 50-state + D.C. issue-spotting directory | Federal source guide | Downloadable checklist

jr.collins@dx1app.com

Resource-site URL and QR code will be added after the final HTTPS destination is live and tested.