**Section 475.350 Price Matching**

It is an unfair or deceptive act to use terms "meet your best offer" or "we won't be undersold", or terms of similar import which suggest that a dealer will beat or match a competitor's price unless:

a) the advertisement clearly and conspicuously discloses price matching policy and any limitations; and

b) such policy does not require the presentation of any evidence which places an unreasonable burden on the consumer.