**Section 475.390 Range of Savings or Price Comparison Claims**

It is an unfair or deceptive act to advertise that any vehicles are being offered for sale at a range of prices or at a range of percentage or fractional discounts, through the use of the terms "As Low As" or "From," or terms of similar import, unless:

a) the highest price or lowest discount in the range is clearly and conspicuously disclosed in the advertisement; and

b) a reasonable number of these vehicles in the advertisement are offered with at least the largest advertised discount; and

c) the vehicles are readily available for sale in sufficient quantity likely to meet reasonable expectable public demand.

If at least 5% of the vehicles in the advertisement are offered with at least the largest advertised discount, it shall create a rebuttable presumption that a reasonable number were offered with at least the largest advertised discount.