**Section 475.510 Demonstrator, Executive, Official, or Promotional Vehicles**

a) It is an unfair or deceptive act to advertise any "demonstrator" vehicle without clearly and conspicuously disclosing:

1) the year, make, and model; and

2) that the vehicle is a "demonstrator" or has been previously driven.

b) It is an unfair or deceptive act to advertise any "executive" or "official" vehicle unless that vehicle when so advertised has been used exclusively by executives of the parent motor car manufacturer's personnel or by an executive of an authorized dealer in the same make of car, or has been designated by the manufacturer as a promotional vehicle. The vehicle so advertised shall not have been previously titled or sold to a member of the public prior to the appearance of the advertisement. Such executive vehicles shall be described as "executive driven" and such promotional vehicles shall be described as "official driven".

c) Any reference to the term "new" in connection with a "demonstrator" cannot be more prominent than and must appear in close proximity to the term "demonstrator" or previously driven.

d) Any reference to the term "new" in connection with an "executive" or "official" vehicle cannot be more prominent than and must appear in close proximity to the term "pre-driven" or "previously driven."

(Source: Amended at 25 Ill. Reg. 4819, effective March 20, 2001)