

SALES



Way of Life!

MOTORCYCLE / ATV Division

Bulletin No: 18-085

Date: June 22, 2018

NOTICE TO CALIFORNIA DEALERS ONLY

MSRP HANGTAGS REQUIRED ON ALL NEW MOTORCYCLES FOR SALE

As a courtesy reminder, no licensed motorcycle dealer in the State of California may sell, offer for sale, or display any new, assembled motorcycle on its premises unless there is securely attached to its handlebar a label ("MSRP Hangtag") that includes, among other things, the manufacturer's suggested retail price ("MSRP") of the motorcycle as indicated by the manufacturer in compliance with both California Vehicle Code § 11712.5 and § 24014¹. The **dealer** must then add to the MSRP Hangtag any amount charged **by the dealer** over and above the MSRP for (1) transportation to the dealership; (2) assembly, preparation, or both of the motorcycle; and (3) each dealer added accessory or item of optional equipment (collectively, the "Dealer-Added Costs").

MSRP Hangtags are available to you from Suzuki Motor of America, Inc. ("SMAI") for current 2019 model year as well as 2018 model year Suzuki-brand motorcycles and scooters at http://adplanner.suzukicycles.com/product_hangtags.aspx.

Please ensure that every new Suzuki motorcycle or scooter sold, offered for sale, or displayed at your dealership has a MSRP Hangtag affixed to the handlebar as required by California law².

Please be aware that it is **your** responsibility to complete the Dealer-Added Costs and the total of the MSRP plus Dealer-Added Costs to get the total recommended retail price on the MSRP Hangtag in accordance with the California Vehicle Code.

Please contact your Suzuki District Sales Manager if you have any questions. However, please note that neither your Suzuki District Sales Manager nor SMAI may provide you with legal advice. You should consult with your own lawyer should you require further information about compliance with California law.

Best Regards,

Chris Coons
Acting National Motorcycle/ATV Sales Manager

2019 MODEL	
KingQuad 750AXi PS SE+	
VIN #	<input type="text"/>
Manufacturer's Suggested Retail Price	\$ 10,299.00
Manufacturer's Optional Equipment Price	\$ 0.00
Charge by dealer for Transportation to Dealership	\$ <input type="text"/>
Charge by dealer for Assembly and/or Preparation	\$ <input type="text"/>
Charge by dealer for added Accessories or Options	\$ <input type="text"/>
Other	\$ <input type="text"/>
Other	\$ <input type="text"/>
Other	\$ <input type="text"/>
Total Recommended Retail Price	\$ 10,299.00
<small>Manufacturer's Suggested Retail Price (also referred to as "MSRP", "Base MSRP" or the "Starting At" price), excludes taxes, title, license and registration fees, destination freight and delivery charges, dealer fees, and optional equipment. Suzuki, the "S" logo, and Suzuki model names are Suzuki trademarks or ®. © 2018 Suzuki Motor of America, Inc.</small>	
LT-A750XPZS	

¹ The MSRP Hangtag supplied by the manufacturer must also include the recommended price for accessories or optional equipment physically attached to the motorcycle at the time of its delivery to the dealer.

² California Vehicle Code § 11712.5 and § 24014 are set forth below for your reference.

California Vehicle Code § 11712.5:

It is unlawful and a violation of this code for a dealer issued a license pursuant to this article to sell, offer for sale, or display any new vehicle, as follows:

- (a) A new motorcycle unless there is securely attached thereto a statement as required by Section 24014.
- (b) A new light duty truck with a manufacturer's gross vehicle weight rating of 8,500 pounds or less unless there is affixed to the light duty truck the label required by Section 24013.5.

California Vehicle Code § 24014:

- (a) No dealer shall sell, offer for sale, or display, any new, assembled motorcycle on its premises, unless there is securely attached to its handlebar a label, approved by the Department of Motor Vehicles, furnished by the manufacturer, on which the manufacturer shall clearly indicate the following:
 - (1) The recommended retail price of the motorcycle.
 - (2) The recommended price for each accessory or item of optional equipment physically attached to the motorcycle at the time of its delivery to the dealer.
- (b) The dealer shall clearly indicate on the label, furnished by the manufacturer, the following:
 - (1) The amount charged, if any, over and above the suggested retail price for transportation to the dealership.
 - (2) The amount charged, if any, for the assembly, preparation, or both, of the motorcycle.
 - (3) The amount charged, if any, for each dealer added accessory or item of optional equipment.
 - (4) The total recommended retail price of the vehicle which shall be the aggregate value of paragraphs (1) and (2) of subdivision (a) and paragraphs (1), (2) and (3) of subdivision (b).