

**RULES OF THE
ARKANSAS MOTOR VEHICLE COMMISSION**

RULE 4

FACILITY REQUIREMENTS FOR BRANCH LOCATIONS LICENSED BY THE COMMISSION

1. Branch Name: The name used on signage at the branch location and in advertisements for the branch location may not include any portion of the franchise name used at the primary location and may not include product nameplates and/or logos.
2. Geographical Location: A new motor vehicle dealer may obtain a license to operate a branch location. The branch location must be within the dealers' relevant market area as defined in A.C.A. § 23-112-103, or within the market area specified in the licensee's franchise agreement whichever is larger
3. Product Sold: Only used vehicles may be displayed and sold at the branch location. No new motor vehicles or demonstrators of any brand located for displayed or sold at the branch location.
4. Sales Facilities: There must be a permanent building from which sales are conducted. Records of sales transactions may be kept at the dealer's primary location.
5. Service Facilities: The branch location is not required to have service facilities on the premises.