

***The price you see must include all fees***

The price you see on the sticker of the vehicle's window, as well as in an ad, must be the total price of the vehicle. This price is the full amount you must pay to purchase the vehicle (before taxes). If you negotiate items, the pricing and advertising rules no longer apply. For example, it is common to negotiate:

- Financing
- Addition of warranties
- Changes or additions of accessories
- Trade-in value\*

\*For trade-ins, be aware of negative equity. Negative equity is when you owe more on your car loan than the price you are being paid for it. The extra amount of the debt is called negative equity. Be aware that negative equity will increase the price of the vehicle you purchase. The price goes up to pay out the car loan on your trade-in.