

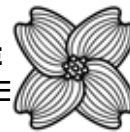


RULES OF
Department of Revenue
Division 10—Director of Revenue
Chapter 26—Dealer Licensure

Title	Page
12 CSR 10-26.010 Bona Fide Established Place of Business.....	3
12 CSR 10-26.020 License Requirements for Auctions, Dealers, Franchisors, and Manufacturers.....	4
12 CSR 10-26.021 Issuance of Biennial Salvage Business Licenses.....	5
12 CSR 10-26.030 License Renewal.....	5
12 CSR 10-26.040 Fees.....	6
12 CSR 10-26.050 Business Records Required to be Maintained by Licensees	6
12 CSR 10-26.060 Dealer License Plates/Certificates of Number	6
12 CSR 10-26.070 Procedural Requirements For Wholesale Motor Vehicle Auctions	7
12 CSR 10-26.080 Procedural Requirements For Public Motor Vehicle Auctions.....	8
12 CSR 10-26.090 Regulation of Off-Premises Shows and Tent Sales	9
12 CSR 10-26.100 Advertising Regulation (Rescinded June 30, 2003).....	9
12 CSR 10-26.110 Antique Motor Vehicle	9
12 CSR 10-26.120 Procedures for Filing Complaints with the Director of Revenue.....	9
12 CSR 10-26.130 Review of License Denial or Disciplinary Action (Rescinded March 30, 2005)	10
12 CSR 10-26.140 Hearing Procedures (Rescinded March 30, 2005)	10
12 CSR 10-26.150 Designated Hearing Officer (Rescinded March 30, 2005)	10
12 CSR 10-26.160 Waiver of Hearing (Rescinded March 30, 2005)	10
12 CSR 10-26.170 Prehearing Conferences and Stipulations (Rescinded March 30, 2005) ..	10
12 CSR 10-26.180 Temporary Permits Sold by a Registered Missouri Motor Vehicle Dealer	10



12 CSR 10-26.190	Dealers' Monthly Reports.....	11
12 CSR 10-26.200	Out-of-State Dealer Request to Participate in Missouri Recreational Vehicle Show or Exhibit (Rescinded November 30, 2018)	11
12 CSR 10-26.210	Dealer Seminar Certification Requirements	11
12 CSR 10-26.220	Dealer Disciplinary Hearings	13
12 CSR 10-26.221	Good Moral Character of Motor Vehicle Dealers, Manufacturers, Boat Dealers, Salvage Dealers, and Title Service Agents	13
12 CSR 10-26.230	Dealer Administrative Fees and System Modernization	14
12 CSR 10-26.231	Maximum Dealer Administrative Fees	15



**TITLE 12 – DEPARTMENT OF REVENUE
Division 10 – Director of Revenue
Chapter 26 – Dealer Licensure**

12 CSR 10-26.010 Bona Fide Established Place of Business

PURPOSE: The department must determine that applicants/ licensees such as boat dealers, boat manufacturers, trailer dealers, trailer manufacturers, motor vehicle dealers, wholesale motor vehicle dealers, motor vehicle manufacturers, public motor vehicle auctions, and wholesale motor vehicle auctions maintain a bona fide established place of business. This rule establishes criteria that may be used in determining if this requirement has been met.

(1) In order to constitute a bona fide established place of business, hereinafter referred to as a “business location,” for boat dealers, boat manufacturers, motor vehicle dealers other than dealers who sell only emergency vehicles, motor vehicle manufacturers, wholesale motor vehicle dealers, public motor vehicle auctions, trailer dealers, trailer manufacturers, powersport dealers, and wholesale motor vehicle auctions –

(A) The business location must be actually occupied and primarily used in whole, or in clearly designated and segregated part, as a place of business by the licensee for the manufacturing, selling, auctioning, bartering, trading, servicing, or exchanging of motor vehicles, trailers, boats, or powersports.

1. Example: An applicant for a motor vehicle dealer license maintains a building or structure primarily used in the operation of a business other than the sale or exchange of motor vehicles. As a sideline, the applicant desires to engage in the business of selling motor vehicles. The building or structure used primarily for some other business, other than the selling or exchanging of motor vehicles, does not qualify as a bona fide established place of business for the selling of motor vehicles unless an area is clearly designated and segregated and records are separately maintained for the purpose of selling, bartering, trading, servicing, or exchanging of motor vehicles or trailers;

(B) The business location must be open regular business hours during which the public and the department are able to contact the licensee. Regular business hours for purposes of this rule shall be a minimum of twenty (20) hours per week, at least four (4) of the six (6) days of Monday through Saturday each week. Only hours falling between 6 a.m. and 10 p.m. will be considered by the department in the twenty (20) hour minimum. The business hours shall be posted at the business location;

(C) If a licensee is also licensed as an auction, the auction records must be kept separately from the dealer records;

(D) The business location of licensees must also contain an area or lot which shall not be a public street upon which multiple vehicles may be displayed.

1. The display area or lot must be of sufficient size to physically accommodate vehicles of the type which the licensee is licensed to sell.

2. The display area or lot must be used exclusively for display by the licensee and must be situated to prevent confusion or uncertainty concerning its relationship to the licensee.

3. The display area or lot must provide unencumbered visibility from the nearest public street of the vehicles being sold by the licensee.

4. Auctions that are also licensed as dealers must maintain a display area or lot separate from the dealership lot for

auction vehicles.

5. A licensee in more than one (1) class of business may use the same building and display area for all classes so long as each use is separately and clearly marked. Records must be maintained separately and separate signs, as specified in subsection (1)(E), must be displayed;

(E) Licensees must display an exterior sign that shall be of a permanent nature, erected on the exterior of the structure or on the display area, constructed or painted and maintained to withstand reasonable weather conditions, and the sign must be readable.

1. A temporary sign may suffice during the period of time required to obtain a permanent sign provided the order for construction, purchase, or painting has in fact been placed. A copy of the sign order must be submitted with the application along with a picture of the temporary sign.

(2) The bona fide established place of business of a licensee must be maintained for the entire licensure period. If the bona fide established place of business is not maintained, the licensee must notify the department within ten (10) days and surrender at that time the licensee's temporary permits, license, and license plates/certificates of number.

(A) If the licensee intends to relocate prior to the expiration of the license, the department must be informed of such intent at the time the license is surrendered. If the business is then certified at a new location within the same licensure year, the department will return the temporary permits, license plates/certificates of number, and issue a new license reflecting the new location for no additional fee. The department or its representative reserves the right to determine the existence of a bona fide established place of business at any time.

(3) A licensee who changes its business location during the licensure year must notify the department of that change prior to operating at the new site. The following must be submitted to the department:

(A) A new application certified by authorized law enforcement. “Change of Address” must be indicated at the top of the application.

1. If the business changes locations ninety (90) days or less before the expiration of the current license, a renewal application reflecting the new address should be filed instead of a change of address.

2. If the location change is not effective immediately upon filing the renewal application, a letter indicating the effective date of the address change must accompany the renewal application; and

(B) A photograph of the business location that meets the specifications required of new applicants.

(4) If a licensee changes the business name during the licensure year, the licensee must notify the department of the name change prior to operating under the new name. The following must be submitted to the department:

(A) A new application properly completed that indicates “Name Change Only” at the top of the application. The application is not required to be certified by authorized law enforcement;

(B) A photograph of the business location that meets the specifications required of new applicants and that clearly shows the business sign displaying the new business name; and

(C) A corporate surety bond, bond rider, or revision to the irrevocable letter of credit that reflects the licensee's new



business name, if applicable.

(5) Each business location where a licensee auctions, manufactures, sells, or displays motor vehicles, trailers, boats, or powersports must be licensed separately with the department and pay a separate licensure fee.

(6) A licensee may store cars at a storage lot location other than at the licensed business location, provided the department is notified of the storage location and no sales activity occurs on the storage lot.

AUTHORITY: section 301.553, RSMo 2016. Original rule filed Nov. 1, 1999, effective May 30, 2000. Amended: Filed Aug. 23, 2002, effective Feb. 28, 2003. Amended: Filed May 15, 2008, effective Nov. 30, 2008. Amended: Filed April 7, 2017, effective Sept. 30, 2017.*

**Original authority: 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997.*

12 CSR 10-26.020 License Requirements for Auctions, Dealers, Franchisors, and Manufacturers

PURPOSE: The department must determine whether applicants who apply for a license as a boat dealer, boat manufacturer, trailer dealer, trailer manufacturer, motor vehicle dealer, motor vehicle manufacturer, public motor vehicle auction, or wholesale motor vehicle auction under sections 301.550 to 301.562, RSMo, have met the requirements outlined in the law. This rule clarifies these requirements. This rule also establishes the requirements for issuance of a manufacturer's license under section 301.553, RSMo, and to implement franchisor license requirements under sections 407.810 to 407.835, RSMo, otherwise known as the Motor Vehicle Franchise Practices (MVFP) Act.

(1) A separate license is required for each of the following categories of licenses:

- (A) Motor vehicle dealers;
- (B) Boat dealers; however, a motor vehicle or trailer dealer may purchase and sell up to five (5) vessels during each licensure period without licensing as a boat dealer;
- (C) Wholesale motor vehicle dealers;
- (D) Trailer dealers;
- (E) Motor vehicle, trailer, and boat manufacturers;
- (F) Wholesale motor vehicle auctions; and
- (G) Public motor vehicle auctions.

(2) An applicant must complete in full the designated application for a license.

(A) If the applicant is a partnership or corporation and is doing business under another name (d/b/a), the applicant must list its partnership or corporate name and its d/b/a name. For example, John Smith Brothers Incorporated d/b/a Smith Brother's Used Cars. If the applicant is an individual, the business name must also be listed on the application.

(B) The business location name and address must be recorded on the application. A post office box number is not acceptable as a business location address.

(C) A separate "Mail to" address may only be listed on the application if the local postal authorities confirm, in a letter signed by an authorized representative of the post office, that it cannot or will not deliver mail to the business address due to security reasons such as theft or vandalism. The lack of a proper mail receptacle is not justification for the use of a "Mail to" address.

(D) Applicants obtaining a manufacturer's license must

submit a letter that lists the makes of all motor vehicles/trailers/boats they will manufacture. If licensing as a "final stage" manufacturer/converter, the makes of all vehicle bodies, i.e., dump, hoist, coach, etc., they will manufacture and a brief description of the business must accompany the application.

(E) Each applicant, officer, or owner for a license must list on the application his or her driver's license number, birthdate, home address, and/or Social Security number.

(F) The application must be certified by an authorized law enforcement agency/officer unless exempted by law. Applicants who are licensed within two (2) months of the license expiration period shall not be required to have his or her renewal application certified by a law enforcement agency/officer provided the renewal is filed before the present license expires.

(3) The corporate surety bond or an irrevocable letter of credit required in section 301.560.1, RSMo, shall be filed with the application and shall be maintained for the entire licensure period. The bond or letter of credit must either be irrevocable for the entire licensure period or by its terms require that the bonding company or entity issuing the bond or letter of credit to notify the department at least thirty (30) days prior to the cancellation or revocation date.

(4) The photograph of the bona fide established place of business may be either a black and white or color photograph. If more than one (1) photograph is necessary to show the building, lot, and sign, a statement, signed by the applicant, must accompany the photograph explaining that all photographs were taken at the same address.

(A) A temporary sign may be used (as set forth in 12 CSR 10-26.010). If this is the case, a copy of the sign order and a picture of the temporary sign must be submitted with the application.

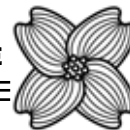
(5) For purposes of the franchise agreement requirement in section 301.559, RSMo, a letter of appointment or similar document signed by an authorized representative of the manufacturer will satisfy this requirement. The document must include the name and address of the franchise, the effective date of the franchise agreement, the expiration date of the franchise agreement, if applicable, and the make(s) of vehicle(s) the franchisee is authorized to sell. The letter must provide for notification to the department at least thirty (30) days prior to cancellation of the franchise. A manufacturer's letter of intent shall not suffice as proof of franchise.

(6) A new applicant must complete and submit the appropriate form(s) requesting a criminal record check directly to the Missouri State Highway Patrol's General Headquarters along with the appropriate fee. The patrol shall provide the director with the results of the applicant's criminal record check to assist the director in determining the applicant's qualifications as provided in sections 301.559 and 301.562, RSMo.

(7) If any of the owners, partners, or principal officers (if a corporation) are residents of a state other than Missouri or another country, they must obtain a current criminal record check from their state highway patrol or corresponding law enforcement agency and submit that record check with new and renewal applications.

(8) The applicant must submit appropriate fees as prescribed in 12 CSR 10-26.040.

(9) A "franchisor," as defined in the MVFP Act, may meet



the licensing requirements of the MVFP Act by obtaining a manufacturer's license under this rule.

(A) Notwithstanding any other provision of this rule, an applicant for a manufacturer's license, in order to comply with the franchisor licensing requirements of the MVFP Act, shall provide –

1. The street address for the franchisor location;
2. The telephone number for the franchisor location in paragraph (9)(A)1.;
3. A list of the names of the principal officers of the corporation;
4. A list of all other names it is doing business as, if applicable;
5. A list of all vehicle makes which the corporation authorizes franchise dealers to sell;
6. The state or province and the country of the franchisor's location in paragraph (9)(A)1.;
7. The name and address of a mediation service provider or a list of mediators as prescribed in section 407.822, RSMo;
8. The motor vehicle or trailer manufacturer's license fee as authorized by 12 CSR 10-26.040; and
9. A certified statement attesting that –

A. The franchisor's place of business identified in paragraph (9)(A)1. is occupied and is used, in part, to facilitate the franchising of motor vehicle dealers who operate within the state of Missouri;

B. The franchisor maintains regular business hours during which the department is able to contact the franchisor; and

C. The franchisor will notify the department not less than ten (10) days prior to moving its place of business or changing its telephone number.

(B) All franchisor manufacturer licenses shall expire July 31 of each year. The license fee referenced in paragraph (9)(A)8. shall not be prorated.

(C) The franchisor shall be issued a license in the manufacturer's range of distinctive license numbers: DM-0 through DM-999.

(D) Dealer license plates shall not be issued to franchisors.

AUTHORITY: sections 301.553 and 301.559, RSMo 2000, sections 301.550 and 301.560, RSMo Supp. 2010, and sections 407.810 to 407.838, RSMo 2000 and Supp. 2010. Original rule filed Nov. 1, 1999, effective May 30, 2000. Amended: Filed Aug. 23, 2002, effective Feb. 28, 2003. Amended: Filed Dec. 28, 2007, effective June 30, 2008. Emergency amendment filed Aug. 18, 2010, effective Aug. 28, 2010, expired Feb. 24, 2011. Amended: Filed Aug. 18, 2010, effective Feb. 28, 2011.*

**Original authority: 301.550, RSMo 1998, amended 1993, 1997, 2002, 2007; 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997; 301.559, RSMo 1988, amended 1993, 1997; 301.560, RSMo 1988, amended 1989, 1993, 1995, 1997, 2002, 2006, 2007, 2010; 407.810–407.838, see Missouri Revised Statutes 2000 and Missouri Revised Statutes Cumulative Supplement 2010.*

12 CSR 10-26.021 Issuance of Biennial Salvage Business Licenses

PURPOSE: This rule provides for issuing biennial salvage business licenses on a staggered basis to equalize the Department of Revenue's workload and for the corresponding fees that are required.

(1) Salvage business licenses expire on June 30 of the designated expiration year. The renewal period begins April 1 in the year

of their expiration.

(A) New applicants for salvage business licensure will be issued a two- (2-) year license expiring June 30 of the appropriate year. The cost for licensure shall be one hundred thirty dollars (\$130) for each type of business activity indicated on the application, except that only one (1) one hundred thirty-dollar (\$130) fee shall be collected if the applicant applies for licensure as a used parts dealer and a salvage dealer or dismantler. If the licensure period is for less than a two- (2-) year period, the licensure fee shall be prorated for each type of business activity on a quarterly basis based on the application receipt date as follows:

1. July 1 to September 30 – one hundred thirty dollars (\$130);
2. October 1 to December 31 – one hundred thirteen dollars and seventy-five cents (\$113.75);
3. January 1 to March 31 – ninety-seven dollars and fifty cents (\$97.50);
4. April 1 to June 30 – eighty-one dollars and twenty-five cents (\$81.25).

(B) Late renewal applicants who submit their application for a salvage business license have the option of receiving a one- (1-) year or two- (2-) year license. These applicants must obtain a certification from authorized law enforcement as required by section 301.219, RSMo.

(2) Each application for a salvage business license must be accompanied by a five-dollar (\$5) fee for a criminal record check for each owner, partner, or corporate officer listed on the application. The deposited fees are forwarded to the Missouri State Highway Patrol. The patrol shall provide the director with the results of the applicant's criminal record check to assist the director in determining the applicant's qualifications as provided in section 301.221, RSMo.

(3) In the event that owners, partners, or principal officers (if a corporation) are residents of a state other than Missouri or another country, they must obtain a current criminal record check from their state highway patrol or corresponding law enforcement agency and submit that record check with new and renewal applications. The five-dollar (\$5) fee referenced in section (2) of this rule is inapplicable to this circumstance.

AUTHORITY: sections 301.219, 301.221, and 301.229, RSMo 2016. This rule was originally filed as 12 CSR 10-23.465. Original rule filed Sept. 16, 2004, effective March 30, 2005. Moved to 12 CSR 10-26.021 and amended: Filed Jan. 9, 2024, effective July 30, 2024.*

**Original authority: 301.219, RSMo 1979, amended 1986, 2004; 301.221, RSMo 1979, amended 1986, 2004, 2007; and 301.229, RSMo 1979, amended 1988, 2007.*

12 CSR 10-26.030 License Renewal

PURPOSE: This rule sets forth the procedures for renewing dealer licenses.

(1) Renewal applications will be mailed by the department to the registered business address of the licensee at least ninety (90) days before the date of license expiration.

(A) Renewal applications received by the department less than sixty (60) days prior to the license expiration date must include an additional twenty-five dollar (\$25) processing fee. New applicants who are approved during the last ninety (90) days of the licensure period are not subject to the twenty-five dollar (\$25) additional processing fee at the time of renewal.



(B) Applications received after the license expiration date must include a fifty dollar (\$50) late fee.

(2) The department will mail all licenses issued to the registered business address of the licensee. The licenses must be prominently displayed at the place of business.

(3) For renewal of a license of a motor vehicle dealer or a boat dealer, an applicant must submit all previous monthly sales reports that document at least six (6) sales made during the last year licensed, if the applicant was licensed for the full calendar year. For licensure less than one (1) year, the department will prorate the six (6) sales requirement provided in section 301.550, RSMo, by requiring one (1) sale for each full two (2)-month period licensed.

AUTHORITY: sections 301.550, 301.553, 301.559 and 301.560, RSMo Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000.*

**Original authority: 301.550, RSMo 1985, amended 1993, 1997; 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997; 301.559, RSMo 1988, amended 1993, 1997; and 301.560, RSMo 1988, amended 1989, 1993, 1995, 1997.*

12 CSR 10-26.040 Fees

PURPOSE: This rule sets forth the fees payable to the department for dealer licenses.

(1) License fees must be submitted by applicants according to the fee schedule established below beginning with applications submitted for the 2009 calendar/licensure year:

(A) Motor Vehicle Dealer or Trailer Dealer	\$150
(B) Boat Dealer or Boat Manufacturer	\$ 80
(C) Wholesale or Public Auction	\$150
(D) Wholesale Motor Vehicle Dealer	\$150
(E) Motor Vehicle or Trailer Manufacturer	\$150

(2) If a license is lost, stolen, or destroyed, the licensee may obtain a replacement license for a fee of eight dollars and fifty cents (\$8.50).

AUTHORITY: section 301.553, RSMo 2000 and section 301.560, RSMo Supp. 2007. Original rule filed Nov. 1, 1999, effective May 30, 2000. Amended: Filed May 15, 2008, effective Nov. 30, 2008.*

**Original authority: 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997; and 301.560, RSMo 1988, amended 1989, 1993, 1995, 1997, 2002, 2006, 2007.*

12 CSR 10-26.050 Business Records Required to be Maintained by Licensees

PURPOSE: This rule establishes the business records to be retained by boat dealers, boat manufacturers, motor vehicle dealers, wholesale motor vehicle dealers and motor vehicle manufacturers.

(1) A licensee shall maintain clear and complete books, records, files and other matters required and necessary to conduct the business of manufacturing and/or selling motor vehicles, trailers and/or boats including but not limited to titles, riders, disclosure statements, affidavits, inventory and related documentation.

(2) The licensee shall have sufficient proof of ownership at the business location for each vehicle/unit owned by the licensee in the form of a certificate of ownership or copy thereof, bill of

sale or invoice.

(3) The business records of a licensee shall be maintained at the office of the licensee's business location.

(4) A licensee shall maintain business records for a period of not less than three (3) years, unless otherwise specified by law.

(5) A licensee shall maintain clear and complete copies of all odometer disclosure documents issued and received by the licensee for a period of five (5) years.

AUTHORITY: sections 301.553 and 301.560, RSMo Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000.*

**Original authority: 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997; and 301.560, RSMo 1988, amended 1989, 1993, 1995, 1997.*

12 CSR 10-26.060 Dealer License Plates/Certificates of Number

PURPOSE: This rule establishes guidelines for use of dealer license plates/certificates of number.

(1) Dealer license plates, other than powersport dealer license plates, shall be of standard size (approximately twelve inches by six inches (12" x 6")) and may only be used as provided by law.

(A) Motor vehicle dealer and manufacturer license plates may only be displayed on motor vehicles, trailers, and motorcycles/motortricycles.

(B) Recreational motor vehicle dealer license plates may be displayed on recreational motor vehicles, trailers, and only on other motor vehicles acquired as a trade-in.

(C) Trailer dealer and manufacturer license plates may only be displayed on trailers.

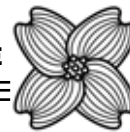
(D) Powersport dealer license plates shall be motorcycle-size (approximately seven and one-fourth inches by four and one-eighth inches (7 1/4" x 4 1/8")) and may only be displayed on motorcycles/motortricycles, trailers, and personal watercraft.

(E) Dealer license plates may only be displayed on vessels if the licensee owns and holds for resale no more than five (5) vessels during the licensure period.

(2) A certificate of number issued to a boat dealer or boat manufacturer shall not exceed five inches by twenty-four inches (5" x 24") and may only be used as provided by law. In addition to obtaining a certificate of number, a boat dealer or manufacturer may obtain a boat dealer trailer license plate solely for the purpose of demonstrating a vessel trailer. A certificate of number or boat dealer trailer license plate may be displayed on a vessel trailer which is transporting a vessel for demonstration or to an exhibit or show as long as both units are for resale.

(3) Dealer license plates or certificates of number may only be used by an employee, owner or officer of the licensee, or customer test driving the motor vehicle, trailer, or vessel, or by a customer whose vehicle is being serviced or repaired at the dealership.

(4) A customer who is having a motor vehicle serviced may only operate a motor vehicle owned by the dealership at which the vehicle is being serviced while using the dealership's dealer license plates for a duration not to exceed two (2) business



days. "Service" is defined in this rule is a regular maintenance procedure performed on a motor vehicle at a set time interval or after a vehicle reaches a certain mileage threshold.

(5) A customer who is having a vehicle repaired may only operate a motor vehicle owned by the dealership at which the vehicle is being repaired while using the dealership's dealer license plates for a duration not to exceed twenty-four (24) business days. "Repair" as defined in this rule is a procedure performed on a motor vehicle to fix or mend the vehicle due to the vehicle's damage, malfunction, or inoperability, including any procedure performed on a motor vehicle upon recall of the vehicle or any of its components by the vehicle's manufacturer or the National Highway Traffic Safety Administration.

(6) A customer who is test driving a vehicle or vessel for more than forty-eight (48) hours, or who is test driving a tractor, truck, or a trailer under loaded conditions, must have a written demonstration agreement in the vehicle which has been signed and dated by both the customer and the licensee. The written demonstration agreement must be on the licensee's letterhead and include the following items:

(A) A statement that the vehicle or vessel is being used for demonstration purposes only and the anticipated duration of the demonstration;

(B) A description of the vehicle or vessel, including the year, make and identification number;

(C) The name of the customer demonstrating the unit;

(D) The licensee's name, dealer number, and business address;

(E) A statement of the type of property being transported, if applicable; and

(F) The mileage on the odometer of the vehicle at the time the demonstration began.

(7) Proof of service or repair orders shall be retained for a duration set forth in 12 CSR 10-26.050(4), and must be provided to the Department of Revenue upon request within fifteen (15) business days.

(8) A licensee must account for all dealer license plates/certificates of number at all times.

(9) Whenever a licensee is no longer entitled to a license due to cessation of business, sale of the business, abandonment of the business, suspension or revocation of the license, or other circumstance, the dealer license plates/certificates of number, business license, required monthly sales reports, and any unissued permits, if applicable, shall be surrendered to the department immediately, but in no event later than ten (10) days following such circumstance. If a licensee dies or becomes incapacitated, the heirs or estate of the licensee or legal guardian may retain these items for no more than one hundred eighty (180) days after death or incapacitation, or until the license expires, whichever comes first, in which to settle the affairs of the licensee or to apply for a new license in the name of the successor.

AUTHORITY: sections 301.550, 301.553, 301.560, and 301.562, RSMo Supp. 2019. Original rule filed Nov. 1, 1999, effective May 30, 2000. Amended: Filed Sept. 23, 2002, effective March 30, 2003. Amended: Filed Dec. 28, 2007, effective June 30, 2008. Amended: Filed Aug. 28, 2019, effective March 30, 2020.*

**Original authority: 301.550, RSMo 1988, amended 1993, 1997, 2002, 2007, 2017, 2018; 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997, 2018; 301.560, RSMo 1988, amended 1989, 1993, 1995, 1997, 2002, 2006, 2007, 2010, 2012, 2018, 2019; 301.562,*

RSMo 1988, amended 1993, 1997, 2004, 2009, 2012, 2015, 2018.

12 CSR 10-26.070 Procedural Requirements For Wholesale Motor Vehicle Auctions

PURPOSE: This rule outlines the procedural requirements for wholesale motor vehicle auctions as defined in section 301.550, RSMo.

(1) For purposes of this rule, the term "auction" shall mean, "wholesale motor vehicle auction" unless specified otherwise.

(2) Auctions shall maintain the following information for five (5) years from the date of sale of any motor vehicle or trailer:

(A) The year, make, model and vehicle identification number of the motor vehicle;

(B) The name and address of the seller;

(C) The name and address of the buyer;

(D) The date of sale and the purchase price;

(E) The odometer reading of the motor vehicle at the time of sale and odometer disclosure information that complies with the state and federal laws; and

(F) The certificate of title number and state of issue.

(3) Each auction shall maintain for three (3) years a file on each licensed dealer who buys or sells vehicles at the auction. The file must contain the dealership's name, dealer license number, the state(s) where licensed, dealership's address, dealership's owner(s), partner(s) or corporate officers and the name and address of all individuals authorized to buy and sell on behalf of the dealership.

(4) Any individual conducting a wholesale motor vehicle auction must be licensed pursuant to all applicable laws and make available for inspection all applicable licenses to law officers or Department of Revenue employees. An auction shall maintain a record of each individual performing auctioneering services and the inclusive dates of such services.

(5) Prior to transfer of title of any motor vehicle at auction, an auction shall review all applicable vehicle documentation for all vehicles sold through the auction including but not limited to the following: certificate of title and odometer disclosure statement, if applicable.

(A) The auctioneer must announce any title brands known, the condition of the vehicle, any known damage to the vehicle, the odometer reading of the vehicle on the date of sale and whether the odometer disclosure is actual, not actual, exceeds mechanical limits, or exempt.

(6) Motor vehicles sold at auction are not required to display a Federal Buyer's Guide, unless such vehicles are being sold by a government entity, whose sales are opened to the public as required by law.

(7) An auction must verify that each dealer who buys and sells at the auction is currently licensed as a motor vehicle dealer in the state of Missouri or another jurisdiction at the time of registration with the auction. Thereafter, the auction shall verify that the dealer's license is valid on an annual basis.

(8) A certificate of number (license) issued to an auction by the director must be prominently displayed at the auction's bona fide established place of business.



(9) An auction may only conduct business at its licensed location. Off-site sales are prohibited.

(10) An auction must issue to the buyer and seller of each vehicle a sales document that contains –

- (A) The year, make, model and vehicle identification number of the motor vehicle;
- (B) The name and address of the seller;
- (C) The name and address of the buyer;
- (D) The date of sale and the purchase price; and
- (E) The odometer reading of the motor vehicle at the time of sale.

(11) Records required by this regulation may be maintained in an electronic format.

AUTHORITY: sections 301.550–301.573, RSMo 1994 and Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000.*

**Original authority: see Missouri Revised Statutes 1994 and Missouri Revised Statutes Cumulative Supplement 1999.*

12 CSR 10-26.080 Procedural Requirements For Public Motor Vehicle Auctions

PURPOSE: This rule outlines the procedural requirements for public motor vehicle auctions as defined in section 301.550, RSMo.

PUBLISHER'S NOTE: The secretary of state has determined that publication of the entire text of the material that is incorporated by reference as a portion of this rule would be unduly cumbersome or expensive. This material as incorporated by reference in this rule shall be maintained by the agency at its headquarters and shall be made available to the public for inspection and copying at no more than the actual cost of reproduction. This note applies only to the reference material. The entire text of the rule is printed here.

(1) For purposes of this rule, the term “auction” shall mean “public motor vehicle auction” unless specified otherwise.

(2) Auctions shall maintain the following information for five (5) years from the date of sale of any motor vehicle or trailer:

- (A) The year, make, model, and vehicle identification number of the motor vehicle;
- (B) The name and address of the seller;
- (C) The name and address of the buyer;
- (D) The date of sale and the purchase price;
- (E) The odometer reading of the motor vehicle at the time of sale and an odometer disclosure statement that complies with the state and federal laws;
- (F) A photocopy of both the front and back of the certificate of title; and
- (G) Copies of any supporting rider, statement, affidavit, inspection, or other document that accompanied the transaction.

(3) The motor vehicle auction must be scheduled and publicized at least one (1) week prior to the sale date.

(4) Any individual conducting a public motor vehicle auction must be licensed pursuant to all applicable laws and make available for inspection all applicable licenses to law officers or Department of Revenue employees. An auction shall maintain a record of each individual performing auctioneering services

and the inclusive dates of such services.

(5) Prior to selling any motor vehicle at auction, an auction shall review all applicable vehicle documentation, including but not limited to the following: certificate of title and odometer disclosure statement, if applicable.

(A) Prior to selling a vehicle at auction, the auctioneer must announce any brands printed on the title, the condition of the vehicle, any known damage to the vehicle, the odometer reading of the vehicle, and any other information on the odometer disclosure statement.

(6) Auctioneers shall announce at the beginning of each public auction that the vehicles offered for sale may not have been safety inspected.

(7) Both licensed dealers and the public may attend and buy or sell at a public motor vehicle auction.

(8) Motor vehicle auctions shall not accept for sale from a dealer any vehicle without a Federal Buyer's Guide affixed to the vehicle or which does not comply with other applicable state or federal disclosure requirements.

(9) An auction must verify that each dealer who sells at the auction is currently licensed as a motor vehicle dealer in the state of Missouri or another jurisdiction.

(10) A certificate of number (license) issued to an auction by the director must be prominently displayed at the auction's bona fide established place of business. A separate license must be obtained by each public motor vehicle auction.

(11) An auction may only conduct business at its licensed location. Off-site sales are prohibited.

(12) An auction must issue to the buyer and seller of each vehicle a document that contains –

- (A) The year, make, model, and vehicle identification number of the motor vehicle;
- (B) The name and address of the seller;
- (C) The name and address of the buyer;
- (D) The date of sale and the purchase price; and
- (E) The odometer reading of the motor vehicle at the time of sale.

(13) Federal Buyer's Guide, revised November 2016, is incorporated by reference, as published by the Federal Trade Commission, and can be obtained from the Federal Trade Commission at www.ftc.gov/business-guidance/resources/buyers-guide or the Harry S Truman State Office Building, 301 W. High Street, Jefferson City, MO 65109. These forms do not include any amendments or additions since the revision date noted.

AUTHORITY: section 301.550, RSMo Supp. 2023, and section 301.580, RSMo 2016. Original rule filed Nov. 1, 1999, effective May 30, 2000. Amended: Filed Oct. 25, 2018, effective May 30, 2019. Amended: Filed Nov. 9, 2023, effective May 30, 2024.*

**Original authority: 301.550, RSMo 1988, amended 1993, 1997, 2002, 2007, 2017, 2018, 2021, and 301.580, RSMo 2012, amended 2014.*



12 CSR 10-26.090 Regulation of Off-Premises Shows and Tent Sales

PURPOSE: This rule specifies the requirements a motor vehicle dealer must meet in order to participate in a show or sale conducted away from their bona fide established place of business as provided in section 301.566, RSMo.

(1) For purposes of this rule, dealers shall be divided into classes, as provided in section 301.550.3, RSMo, as follows:

(A) Classic motor vehicle dealer – A dealer of motor vehicles at least five (5) years of age that were produced in limited numbers or otherwise have special value unrelated to basic transportation, excluding recreational motor vehicles, historic motor vehicles, motorcycles, motortricycles and all terrain vehicles;

(B) Franchised new motor vehicle dealer – A dealer of new motor vehicles, excluding recreational motor vehicles, motorcycles, motortricycles and all terrain vehicles, and of used motor vehicles for sale. The term “franchised new motor vehicle dealer” is not synonymous with the term “new motor vehicle franchise dealer” as defined in section 301.550.1, RSMo. It is a narrower term that excludes dealers of recreational motor vehicles, motorcycles, motortricycles and all terrain vehicles;

(C) Historic motor vehicle dealer – A dealer of motor vehicles that are at least twenty-five (25) years old, excluding recreational motor vehicles, classic motor vehicles, motorcycles and motortricycles;

(D) Powersport dealer – A dealer who sells, either pursuant to a franchise agreement or otherwise, primarily motor vehicles including but not limited to motorcycles, all-terrain vehicles and personal watercraft as those terms are defined in Chapters 301 and 306, RSMo;

(E) Recreational motor vehicle dealer – A dealer of new or used motor vehicles designed, constructed or substantially modified for use as temporary housing quarters, including sleeping and eating facilities which are either permanently attached to the motor vehicle or attached to a unit which is securely attached to the motor vehicle;

(F) Used motor vehicle dealer – A dealer of used motor vehicles, provided that the majority of units sold are not motorcycles, motortricycles, personal watercraft or recreational motor vehicles. The term “used motor vehicle dealer” as used in section 301.550.3, RSMo is not synonymous with the term as used in section 301.550.1, RSMo. As used in this rule, the term is a narrower term that excludes dealers of historic motor vehicles, classic motor vehicles and wholesale motor vehicles; and

(G) Wholesale motor vehicle dealer – A dealer of motor vehicles only to new motor vehicle franchised dealers or other used motor vehicle dealers or via auctions limited to other dealers of any class.

(2) For the purpose of determining pursuant to section 301.566.1, RSMo, whether a majority of the motor vehicle dealers within a class of dealers in a city or town participate or are invited and have the opportunity to participate in an off-premises show or sale, any dealers whose official mailing address is in the city or town shall be included.

(3) If motor vehicle dealers from more than one city or town are to participate in the same off-premises show or sale, a majority of the dealers in each such city or town must participate or be invited and have the opportunity to participate.

(4) Show, as used in section 301.566, RSMo, shall be deemed

to include the stationary display of all or any part of a motor vehicle dealer's inventory at any location other than the dealer's usual, bona fide established place of business, regardless of whether sales agents or other dealership employees or owners are present to promote the sale of or to sell the displayed vehicle(s) or to otherwise transact business concerning the dealership, except:

(A) Promotions or contests, conducted by a person or business who is not a licensed motor vehicle dealer, which involve the stationary display of a dealer's motor vehicle as a means of attracting attention to and participation in the promoter's event, service or product. The dealer providing the motor vehicle must remove all items identifying the dealership from the motor vehicle prior to its display, with the exception of such information as may be required by federal or state law to be displayed on the vehicle. The promoter, not the dealer, may identify the dealer only by means of a notation on its promotional material stating “vehicle provided courtesy of (name of dealer)” or similar language;

(B) The display of motor vehicles at meetings of organizations which are open only to members of the organization and not to the general public;

(C) The display of motor vehicles at the Missouri State Fair; and

(D) Parades in which one (1) or more local dealerships provide motor vehicles from their inventory to be driven as part of the parade.

(5) Trailers and vessels, including personal watercraft, are excluded from the provisions of this rule.

AUTHORITY: sections 301.553 and 301.566, RSMo 2000 and 301.550, RSMo Supp. 2002. Original rule filed Nov. 1, 1999, effective May 30, 2000. Amended: Filed Aug. 23, 2002, effective Feb. 28, 2003.*

**Original authority: 301.550, RSMo 1988, amended 1993, 1997, 2002; 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997; and 301.566, RSMo 1988, amended 1993, 1996, 1997.*

12 CSR 10-26.100 Advertising Regulation (Rescinded June 30, 2003)

AUTHORITY: sections 301.553 and 301.562, RSMo Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000. Rescinded: Filed Dec. 16, 2002, effective June 30, 2003.

12 CSR 10-26.110 Antique Motor Vehicle

PURPOSE: This rule defines “antique motor vehicle” as that term is used in section 301.570.1, RSMo.

(1) “Antique motor vehicle” means any motor vehicle at least twenty-five (25) years of age.

AUTHORITY: sections 301.550.3 and 301.553, RSMo Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000.*

**Original authority: 301.550, RSMo 1988, amended 1993, 1997; 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997.*

12 CSR 10-26.120 Procedures for Filing Complaints with the Director of Revenue

PURPOSE: This rule establishes the procedures for filing complaints



with the director of revenue against persons licensed or required to be licensed pursuant to Chapter 301, RSMo.

(1) The department shall receive and process complaints against a motor vehicle dealer, motor vehicle manufacturer, boat dealer, boat manufacturer, public motor vehicle auction, wholesale motor vehicle auction or wholesale motor vehicle dealer, powersport dealer, leasing company, motor vehicle title service agent, used parts dealer, salvage dealer or dismantler, rebuilder, body shop, mobile scrap processor or persons required to be licensed as such for acts or practices which may constitute one or more violations of Chapters 301, 307 or 407 of the *Revised Statutes of Missouri*.

(A) All complaints shall be in writing and, at a minimum, shall include:

1. The complainant's name, address and telephone number(s) for home and work, if applicable;

2. Information regarding the vehicle, vessel, or outboard motor, if applicable, including the year, make, model, identification number, the date of purchase, the mileage information if applicable, and the purchase price;

3. Information about the person or business the complaint is against, including the name and address of the person or business, the nature of the complaint, whether the complainant has made contact with the owner/manager of the business about the problem, and if so, the outcome, the form of relief the complainant is seeking and list the names of any other agencies contacted regarding the complaint;

4. Whether an attorney has been contacted or a lawsuit filed; and

5. The complainant's signature and the date the complaint was signed.

(B) Complaints may be based upon personal knowledge or upon information and belief, citing information from other sources.

(C) All complaints shall be mailed or delivered to the driver and Vehicle Services Bureau, Dealer Licensing Section, PO Box 43, Jefferson City, MO 65105-0043.

AUTHORITY: sections 301.114, 301.218 301.553 and 301.557, RSMo 2000. Original rule filed Nov. 1, 1999, effective May 30, 2000. Amended: Filed Aug. 27, 2003, effective Feb. 29, 2004.*

**Original authority: 301.114, RSMo 1984; 301.218, RSMo 1979, amended 1983, 1986; 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997; and 301.557, RSMo 1988, amended 1993, 1997.*

12 CSR 10-26.130 Review of License Denial or Disciplinary Action

(Rescinded March 30, 2005)

AUTHORITY: sections 301.553 and 301.562, RSMo Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000. Rescinded: Filed Sept. 16, 2004, effective March 30, 2005.

12 CSR 10-26.140 Hearing Procedures

(Rescinded March 30, 2005)

AUTHORITY: section 301.553, RSMo Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000. Rescinded: Filed Sept. 16, 2004, effective March 30, 2005.

12 CSR 10-26.150 Designated Hearing Officer

(Rescinded March 30, 2005)

AUTHORITY: section 301.553, RSMo Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000. Rescinded: Filed Sept. 16, 2004, effective March 30, 2005.

12 CSR 10-26.160 Waiver of Hearing

(Rescinded March 30, 2005)

AUTHORITY: section 301.553, RSMo Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000. Rescinded: Filed Sept. 16, 2004, effective March 30, 2005.

12 CSR 10-26.170 Prehearing Conferences and Stipulations

(Rescinded March 30, 2005)

AUTHORITY: section 301.553, RSMo Supp. 1998. Original rule filed Nov. 1, 1999, effective May 30, 2000. Rescinded: Filed Sept. 16, 2004, effective March 30, 2005.

12 CSR 10-26.180 Temporary Permits Sold by a Registered Missouri Motor Vehicle Dealer

PURPOSE: This rule clarifies the sale by registered Missouri motor vehicle dealers of temporary permits to operate motor vehicles and trailers on the streets and highways of Missouri.

(1) A registered dealer may provide no more than one (1) temporary permit per motor vehicle or trailer sold by his/her dealership. The temporary permits shall be effective for the number of days provided by law and shall be nonrenewable. No dealer shall sell a permit for use on any motor vehicle or trailer other than a motor vehicle or trailer sold by the dealer or his/her authorized employees at the dealer's own certified place of business except that a franchised motor vehicle dealer may issue a temporary permit for use on a motor vehicle the dealer delivers to a purchaser pursuant to a courtesy delivery arrangement made with another franchised dealer or manufacturer.

(2) The sale of all temporary permits, except those permits issued pursuant to a courtesy delivery arrangement, shall be recorded in the appropriate space on the dealer's monthly sales report by notation of the true, accurate and complete permit number next to the corresponding motor vehicle or trailer sale listed.

(3) A registered dealer may charge no more than the fee prescribed by law for each temporary permit as specified in section 301.140.4, RSMo.

(4) Upon each sale of a temporary permit, each dealer shall fully complete all information on the temporary permit in accordance with Department of Revenue instructions. If the permit is issued pursuant to a courtesy delivery arrangement, the dealer issuing the permit must record the words courtesy delivery on the corresponding permit. The information listed shall be true, accurate, and complete. Temporary permits that are spoiled shall be marked void and kept as a part of the dealership's records. Temporary permit records shall be maintained for a period of at least five (5) years for inspection by law enforcement or Department of Revenue officials.

(5) The Department of Revenue shall use reasonable diligence to ascertain whether the number of temporary permits requested



by any dealer is reasonably proportionate to the number of motor vehicle and trailer sales previously reported by the dealer on his/her monthly sales reports. In cases of discrepancy, the department may reduce the number of temporary permits provided to a dealer or refuse a request for temporary permits based upon its findings.

(6) No temporary permit shall be issued for use on a motor vehicle unless there is a valid certificate of inspection and approval for the particular motor vehicle in accordance with section 307.380, RSMo. Dealers shall enter the true, accurate and complete motor vehicle inspection certificate number on the temporary permit record. No temporary permit shall be issued when the ownership document is a salvage certificate of title.

(7) Upon a finding that a dealer has failed to comply with any of the provisions of this rule, the department may reduce the number of temporary permits issued to a dealer or refuse a dealer's request for temporary permits.

AUTHORITY: section 307.380, RSMo 2016, and section 301.140, RSMo Supp. 2018. This rule previously filed as 12 CSR 10-23.190. Original rule filed Oct. 1, 1985, effective Dec. 26, 1985. Amended: Filed Nov. 13, 1986, effective Feb. 28, 1987. Amended: Filed Nov. 17, 1987, effective April 11, 1988. Emergency amendment filed Oct. 26, 1990, effective Nov. 5, 1990, expired March 4, 1991. Amended: Filed July 2, 1990, effective Dec. 31, 1990. Amended and moved: Filed May 14, 2003, effective Nov. 30, 2003. Amended: Filed Oct. 25, 2018, effective May 30, 2019.*

**Original authority: 301.140, RSMo 1939, amended 1947, 1951, 1978, 1979, 1986, 1987 and 307.380, RSMo 1967, amended 1981.*

12 CSR 10-26.190 Dealers' Monthly Reports

PURPOSE: The director of the Department of Revenue is responsible for receiving dealers' monthly sales reports and secure power of attorney forms. This rule establishes time limits and guidelines concerning the submission of those reports and forms.

(1) Every motor vehicle and boat dealer must file a monthly sales report on a form prescribed by the director of revenue in accordance with section 301.280, RSMo. This report shall be completed in full and received by the Department of Revenue on or before the fifteenth day of the month following the month for which the sales are being reported. (Example: Sales occurring during the month of July must be filed on or before August 15.)

(A) If any due date for filing the report falls on a Saturday, Sunday, or legal holiday in this state, the report shall be considered timely if it is filed on the next day which is not a Saturday, Sunday, or legal holiday.

(2) Every motor vehicle and boat dealer filing sales reports electronically in accordance with section 301.280, RSMo shall continue to file reports electronically even when monthly sale amounts do not meet the minimum amounts required to file electronically.

(3) No motor vehicle or boat dealer, agent or representative shall willfully or knowingly make a false statement in any monthly sales report required by section 301.280, RSMo and this rule; nor shall the agent or representative omit any information requested or fail to report any sale made by the

dealership.

(4) Every motor vehicle and boat dealer shall retain copies of the sales reports and shall hold them available for inspection by appropriate law enforcement officials, and officials of the Department of Revenue.

(5) Every motor vehicle dealer shall submit a copy of the secure power of attorney form in which the dealer is listed as purchaser and a copy of the corresponding certificate of title with the dealer's monthly sales reports as provided in 12 CSR 10-23.420.

AUTHORITY: sections 32.057 and 301.280, RSMo 2016, and section 301.560, RSMo Supp. 2018. This rule previously filed as 12 CSR 10-23.050. Original rule filed April 14, 1980, effective Sept. 12, 1980. Amended: Filed March 26, 1982, effective July 12, 1982. Amended: Filed Sept. 3, 1985, effective Jan. 26, 1986. Amended: Filed May 27, 1986, effective Aug. 25, 1986. Amended: Filed March 25, 1991, effective Aug. 30, 1991. Amended and moved: Filed June 24, 2003, effective Dec. 30, 2003. Amended: Filed Oct. 25, 2018, effective May 30, 2019.*

**Original authority 32.057, RSMo 1979, amended 1980, 1983, 1993, 1994, 1996; 301.280, RSMo 1939, amended 1974, 1983, 1984, 1986, 1988, 1990, 1993, 1997; and 301.560, RSMo 1988, amended 1989, 1993, 1995, 1997, 2002.*

12 CSR 10-26.200 Out-of-State Dealer Request to Participate in Missouri Recreational Vehicle Show or Exhibit (Rescinded November 30, 2018)

AUTHORITY: sections 301.553, RSMo 2000 and 301.566, RSMo Supp. 2007. Original rule filed Aug. 8, 2007, effective Feb. 29, 2008. Rescinded: Filed May 9, 2018, effective Nov. 30, 2018.

12 CSR 10-26.210 Dealer Seminar Certification Requirements

PURPOSE: Section 301.560, RSMo, requires applicants who apply for a used motor vehicle dealer license to complete a department-approved educational seminar course before their applications for license are approved. This rule clarifies what constitutes an "approved educational seminar" for licensing purposes and the requirements for seminar providers.

(1) An initial application for a used motor vehicle dealer's license must be accompanied by proof that the applicant has completed an educational seminar course approved by the department within the last twelve (12) months.

(2) A seminar provider must be a recognized business or school with a lawful presence in the state of Missouri and with demonstrable experience in providing professional education, including consumer protection laws, to used motor vehicle dealers. Tangible evidence must be provided that these requirements are met. The provider must submit an application form provided by the director to be certified by the department.

(3) The Dealer Educational Seminar Certificate issued by the department is valid for one (1) year as noted on the certificate.

(4) A seminar provider must have –

(A) A minimum of two (2) instructors meeting departmental requirements with the knowledge and capability to conduct



the required seminar curriculum. A list of certified instructors must be provided to the director;

(B) Staff capable of providing information about the seminars and registering prospective attendees;

(C) An available telephone number, fax line, and Internet access available during normal working hours (Monday through Friday) to enable potential attendees to inquire about and register for seminars;

(D) A minimum of one (1) scheduled seminar per month, which must be posted on the provider's website at least thirty (30) days in advance. The seminar schedule and locations must be publicized by the provider with registration information and necessary forms obtainable through the provider's website.

1. If a scheduled seminar has no registered attendees and the provider opts to cancel, notification must be posted clearly on the provider's website at least forty-eight (48) hours prior to the seminar's scheduled start time.

2. If advanced cancellation notice is not posted as indicated above, a certified instructor must be at the seminar's scheduled location at the scheduled time;

(E) Capability to issue each attendee a certificate of completion at the end of each seminar; and

(F) An accurate and current electronic database of seminar attendees, maintained by the provider for a minimum of one (1) year. The provider must confirm all seminar attendees' identity through display of a non-expired federal or state-issued photo identification card, with the capability to electronically transmit attendee information to the department as required. These records must be available on demand and are subject to audit by the director without prior notice.

(5) Dealer educational seminar curriculum must be presented in a room in a non-residential building that is dedicated solely to the seminar for the duration of the seminar and compliant with the Americans with Disabilities Act of 1990, 42 U.S.C. section 12101 et seq., as amended. The curriculum must include a minimum of four (4) hours of instruction and provide detailed training regarding compliance with –

(A) Sections 301.550 to 301.573, RSMo, and all rules promulgated by the department to implement, enforce, and administer these statutes;

(B) Federal Trade Commission's Used Car Rule;

(C) Federal Privacy Protection requirements under the Gramm-Leach-Bliley Act;

(D) Truth-in-Lending requirements;

(E) Equal Credit Opportunity Act;

(F) The United States of America Patriot Act;

(G) Federal and state laws and regulations regarding deceptive and unfair trade practices;

(H) Uniform Commercial Code regulations;

(I) U. S. Treasury Department rules and cash reporting requirements; and

(J) Any other federal or state laws regulating the business of selling and financing motor vehicles.

(6) A seminar provider must certify to the director and, upon request, provide evidence to establish that its instructors have, at a minimum, the experience outlined in one (1) of the following minimum qualification requirements –

(A) Two (2) years of experience in the motor vehicle dealer industry with expertise in the areas specified in section (5) of this rule;

(B) One (1) year in an appropriate position with a professional organization associated with the automobile dealer business (e.g., Missouri Automobile Dealers Association, Inc. instructor

or Missouri Independent Automobile Dealers Association policy writer); or

(C) One (1) year of experience as an investigator dealing with state and federal motor vehicle dealer compliance laws.

(7) Seminar providers must ensure that their seminar instructors –

(A) Utilize training materials when conducting the seminar;

(B) Incorporate course curriculum into reference/resource manuals to be distributed to attendees and provide periodic updates to ensure current and accurate information applicable to dealer's operations;

(C) Provide instruction using computerized slide presentations and provide work-sheets/handouts to each attendee, including compliant sample forms required by state and federal law; and

(D) Make available to the director, upon request, copies of all training materials (manuals, handouts, presentations, etc.) for review.

(8) The director may revoke or refuse to issue or renew a certification of a provider for conducting a seminar not in compliance with this rule, for failing to hold a scheduled seminar, or for any one (1) or any combination of the following causes –

(A) The applicant or seminar provider or its seminar instructor was previously the holder of a license issued under sections 301.550 to 301.573, RSMo, which license was revoked for cause and never reissued by the department, or which license was suspended for cause and the terms of suspension have not been fulfilled;

(B) The applicant or seminar provider or its seminar instructor was previously a partner, stockholder, director, or officer controlling or managing a partnership or corporation whose license issued under sections 301.550 to 301.573, RSMo, was revoked for cause and never reissued or was suspended for cause and the terms of suspension have not been fulfilled;

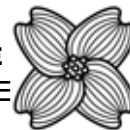
(C) The applicant or seminar provider or its seminar instructor has, within ten (10) years prior to the date of the application, been finally adjudicated and found guilty, or entered a plea of guilty or *nolo contendere*, in a prosecution under the laws of any state or of the United States for any offense reasonably related to the qualifications, functions, or duties of any business licensed under sections 301.550 to 301.573, RSMo; for any offense, an essential element of which is fraud, dishonesty, or an act of violence; or for any offense involving moral turpitude, whether or not sentence is imposed;

(D) Use of fraud, deception, misrepresentation, or bribery by the applicant or seminar provider or its seminar instructor in securing any certificate issued pursuant to section 301.560.9, RSMo;

(E) The applicant's or seminar provider's or its seminar instructor's obtaining or attempting to obtain any money, commission, fee, barter, exchange, or other compensation by fraud, deception, or misrepresentation;

(F) The applicant's or seminar provider's or its seminar instructor's violation of, or assisting or enabling any person to violate any provisions of Chapters 301, 306, 307, 407, 578, and 643, RSMo, or of any lawful rule or regulation adopted pursuant to Chapters 301, 306, 307, 407, 578, and 643, RSMo;

(G) The applicant or seminar provider or its seminar instructor has filed an application for certification which, as of its effective date, was incomplete in any material respect or contained any statement which was, in light of the circumstances under which it was made, false or misleading with respect to any material fact;



(H) The applicant or seminar provider or its seminar instructor has failed to pay the proper application or license fee or other fees required pursuant to Chapter 301 or 306, RSMo, or fails to establish or maintain a bona fide place of business as required by law;

(I) The applicant or seminar provider or its seminar instructor is finally adjudged insane or incompetent by a court of competent jurisdiction;

(J) The applicant's or seminar provider's or its seminar instructor's use of any advertisement or solicitation which is false; or

(K) The applicant's or seminar provider's or its seminar instructor's violations of sections 407.511 to 407.556, RSMo, or section 578.120, RSMo, which resulted in a conviction or finding of guilt or violation of any federal motor vehicle laws which result in a conviction or finding of guilt.

(9) The decision to revoke or refuse to issue or renew a certification of a provider is the final decision of the director.

(10) Seminar providers must apply to the department for recertification by September 1 of each year.

(11) Failure to hold scheduled or rescheduled seminars or maintain acceptable standards of training or providing false information to the director will result in the provider's certification becoming invalid upon notice by the director.

AUTHORITY: section 301.553, RSMo 2000, and sections 301.560 to 301.573, RSMo 2000 and Supp. 2011. Original rule filed May 15, 2008, effective Dec. 30, 2008. Amended: Filed Feb. 1, 2012, effective July 30, 2012. ***

**Original authority: 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997 and 301.560–301.573, see Missouri Revised Statutes.*

***Pursuant to Executive Orders 20-04, 20-10, and 20-12, 12 CSR 10-26.210, section (1) and subsection 10 of section 301.560, RSMo was suspended from May 1, 2020 through July 15, 2020.*

12 CSR 10-26.220 Dealer Disciplinary Hearings

PURPOSE: The department must provide an opportunity for a hearing on the issue of the discipline to be imposed against a license upon a finding by the Administrative Hearing Commission that grounds exist to discipline that license. This rule establishes the procedure for scheduling and conducting that hearing.

(1) As used in this rule the following terms mean –

(A) The term “dealer” as used in this rule shall include the classes of dealers set forth in section 301.550.3, RSMo.

(B) The term “department” as used in this rule shall mean the Missouri Department of Revenue.

(C) The term “director” as used in this rule means the Director of Revenue.

(2) Within thirty (30) days of the receipt of the certification of the Administrative Hearing Commission's record, findings of fact, conclusions of law, and transcript finding that cause exists to discipline a dealer's license, the director shall set the matter for hearing and notify the dealer of the time and place of the hearing.

(3) The notice will be given by U.S. mail, first class, postage prepaid to the dealer's business address or the registered agent, if applicable, or to the dealer's attorney, and to the dealer at

the dealer's address as shown on the dealer license application, together with the sanction, if any, recommended by the Motor Vehicle Bureau of the department.

(4) The hearing will be held in Jefferson City, Missouri. A hearing officer designated by the director shall conduct the hearing.

(5) The sole issue at the hearing shall be the appropriate disciplinary sanction to be imposed.

(6) The provisions of Chapter 536, RSMo shall apply to the hearing.

(7) Each party shall be allowed one (1) continuance; any further continuance shall only be for good cause shown. Requests for continuance shall be in writing signed by the party requesting the continuance or that party's attorney. Requests for continuance must be filed not later than ten (10) days prior to the scheduled hearing date.

(8) Each party shall be allowed to submit one (1) brief to the hearing officer within thirty (30) days of the date of the hearing. No rebuttal or reply briefs are permitted.

(9) The hearing officer shall make findings of fact, conclusions of law, and recommendations as to any sanctions to be imposed.

(10) Nothing contained herein shall prevent the dealer waiving his right to a hearing and accepting the sanction, if any, recommended by the Motor Vehicle Bureau of the department or otherwise mutually agreeing to a sanction with the department. Any waiver of the hearing and agreement as to the sanction must be in writing, signed by both parties, and transmitted to the hearing officer prior to the date of the hearing for final approval.

(11) The director may accept, reject, or modify the hearing officer's recommendations, or impose any other sanction permitted by section 301.562, RSMo, including refusing to renew the dealer's license, as the director deems appropriate in the circumstances.

(12) The decision of the director shall become final on the date of mailing of that decision to the parties.

AUTHORITY: section 301.553.4, RSMo 2000. Original rule filed July 1, 2008, effective Dec. 30, 2008.*

**Original authority: 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997.*

12 CSR 10-26.221 Good Moral Character of Motor Vehicle Dealers, Manufacturers, Boat Dealers, Salvage Dealers, and Title Service Agents

PURPOSE: The director of the Department of Revenue is charged with the responsibility of determining that applicants for registration as motor vehicle dealers, salvage dealers, and title service agents are of good moral character. This rule establishes the guidelines which will be used to determine if the applicant is eligible for registration.



(1) Except with a showing of evidence to the contrary, the following will be considered *prima facie* evidence on which the registration of a motor vehicle dealer, manufacturer, boat dealer, salvage dealer, or title service agent will be denied because of lack of good moral character if the applicant –

(A) Has ever been convicted in any federal or state court of a felony relating to the acquisition or transfer of motor vehicles, trailers, motor vehicle parts, or boats;

(B) Within five (5) years preceding the application, has been convicted in any federal or state court of a felony, within the last three (3) years, or has been convicted in any federal or state court of a misdemeanor relating to the acquisition of or transfer of motor vehicles, trailers, motor vehicle parts, or boats; and

(C) Within three (3) years preceding the application, has been convicted in any federal or state court of a misdemeanor, or has shown contempt of laws in civil or administrative proceedings; or has had a motor vehicle dealer registration, manufacturer registration, boat dealer registration, salvage dealer registration, or title service agent registration revoked in this or another state and has demonstrated through conduct since the date of the occurrence that no substantial improvement in character or reliability has occurred. A determination by the director of revenue that conduct subsequent to the occurrence in question demonstrated a failure to improve character or reliability will be made only following a notice to the applicant and a subsequent hearing before the director of revenue or their representative.

(2) Any dealer or applicant who receives notice of denial or revocation and desires to contest the *prima facie* of the fact(s) recited in subsection (1)(A) or (B) may request a hearing for the purpose of showing substantial rehabilitation or improvement in character sufficient to rebut the presumption created by the cited subsections. Request for a hearing should be submitted to Attn: Division Director by mail at Division of Motor Vehicle and Driver Licensing, PO Box 629, Jefferson City, MO 65105, by fax at (573) 522-4197, or by email at dealerlic@dor.mo.gov.

AUTHORITY: sections 301.114 and 301.221, RSMo 2016, and sections 301.553 and 301.559, RSMo Supp. 2023.* This rule was originally filed as 12 CSR 10-23.160. Original rule filed Oct. 15, 1984, effective Feb. 11, 1985. Amended: Filed June 4, 1986, effective Aug. 25, 1986. Amended: Filed May 15, 2023, effective Dec. 30, 2023. Moved to 12 CSR 10-26.221 and amended: Filed Jan. 9, 2024, effective Aug. 30, 2024.

*Original authority: 301.114, RSMo 1984; 301.221, RSMo 1979, amended 1986, 2004, 2007; 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997, 2018; and 301.559, RSMo 1988, amended 1993, 1997, 2012, 2016, 2018.

12 CSR 10-26.230 Dealer Administrative Fees and System Modernization

PURPOSE: Section 301.558, RSMo, requires motor vehicle dealers collecting administrative fees to remit ten percent (10%) of those fees to the Motor Vehicle Administration Technology Fund for the development of a modernized, integrated system for the Department of Revenue. This rule clarifies the process for declaring whether an administrative fee is charged and, if so, the amount, the process for remitting payment and reporting sales, disciplinary action that may occur for failure to timely remit payment, and provides other guidelines for modernization efforts.

(1) Beginning December 1, 2021, all motor vehicle dealers,

boat dealers, and powersport dealers licensed pursuant to sections 301.550 to 301.580, RSMo ("licensees"), who charge an administrative fee as allowed under section 301.558, RSMo, must remit funds equaling ten percent (10%) of all administrative fees collected to the Motor Vehicle Administration Technology Fund (the "fund") for the implementation of the modernized, integrated system described in section 301.558, RSMo. If an administrative fee is charged but is later refunded or credited back to the purchaser of a vehicle or vessel, no credit or refund will be permitted on any fees remitted to the fund.

(A) Beginning on January 20, 2022, for motor vehicle, boat, and powersport sales in December 2021, and on or about the 20th of each month thereafter for sales occurring the month prior, an electronic notification will be generated and issued to each licensee which charges an administrative fee in compliance with section 301.558, RSMo. The electronic notification will indicate the amount due and payable to the fund, and the licensee must authorize the Department of Revenue to initiate an automated clearing house (ACH) transaction with the licensee's financial institution to credit/debit the amount due and payable to the fund. The amount due and payable will be ten percent (10%) of each administrative fee charged by the licensee based upon the total number of sales reported in the previous month, as well as any additional or amended sales in prior monthly sales reports, less any sales exempted pursuant to section 301.558, RSMo.

1. Any licensee charging administrative fees must provide the following information to the Department of Revenue:

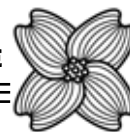
- A. Name of the bank or other financial institution;
- B. Banking or other financial institution account number;
- C. Banking or other financial institution routing number;
- D. Whether or not the account is a checking or savings account;
- E. Signature of an authorized person on the bank or other financial institution account; and
- F. Any other information necessary to complete the monthly ACH transaction.

(2) Effective January 1, 2022, all licensees will be required to apply for licensure or license renewal through the Department of Revenue's electronic online business licensing portal.

(3) Effective January 1, 2022, as part of an initial application for licensure or a licensee's renewal application for licensure, any applicant or licensee must declare whether it intends to collect an administrative fee under section 301.558, RSMo, and if so, at what dollar amount that fee will be established. The applicant or licensee must charge the declared administrative fee to all retail customers for the entire licensure period on all sales not exempted pursuant to section 301.558, RSMo. In addition, all applicants desiring to collect an administrative fee and renewal licensees must provide the information required by paragraph (1)(A)1. above.

(A) Licensees shall be authorized to charge an administrative fee of up to five hundred dollars (\$500), and the maximum fee permitted to be charged shall be increased annually as described in section 301.558, RSMo. The director of the Department of Revenue shall base any maximum fee increase identified on an annual review of the prior calendar year, and shall furnish the maximum annual fee determined to the secretary of state on January 15 of each year, or as soon as is practicable thereafter.

(B) The table outlined in 12 CSR 10-26.231 provides calendar year adjustments to the administrative fee in accordance with



section 301.558, RSMo.

1. All licensees may adjust their dealer administrative fee one (1) time per calendar year. Licensees who choose to adjust their dealer administrative fee must declare through their online account portal no later than April 30.

(C) Franchised new motor vehicle dealers limited by a franchise agreement, or documents incorporated by the franchise agreement, may exempt certain classes of customers clearly identified in the franchise agreement or incorporated documents from being required to charge the declared administrative fee. New motor vehicle dealers seeking licensure or renewal shall indicate whether any classes of customers are exempted under the terms of its franchise agreement or incorporated documents and must report any exempted sales in its monthly electronic sales reporting required by section 301.280, RSMo, and this rule.

1. The licensee must maintain monthly documentation in a table or worksheet of all sales which are exempted and include in the table or worksheet the purchaser's name, date of sale, class of customer, as well as the year, make, and Vehicle Identification Number (VIN) of the purchased vehicle.

2. The required documentation must be provided to the Department of Revenue upon a request to inspect such documentation, and the documentation must be maintained for a minimum of three (3) years after the year in which the sale occurred.

3. Upon implementation of updates to the electronic dealer sales reporting system incorporating a means to report exempted sales, the department may notify licensees that they no longer need to meet the requirements of paragraphs (3)(C)1.-2. above.

(4) Any licensee who fails to meet its obligation relating to section 301.558, RSMo, or this rule shall be subject to disciplinary action for violation of section 301.562, including but not limited to suspension, revocation, non-renewal of the licensee's license to operate a motor vehicle dealership; and revocation of the ability to issue temporary registrations upon the sale of vehicles. If appropriate, the Department of Revenue may enter into a settlement with the licensee consistent with section 501.562, RSMo, to resolve a disciplinary action arising under this provision. Any such settlement will only be entered into upon full payment of monies owed and payable to the fund, and any other amounts assessed as a result of disciplinary action shall be separate and distinct from monies owed to the fund. An employee with the Department of Revenue, as well as any other duly authorized law enforcement agency, may audit any licensee in similar manner and scope as is allowed under section 301.564, RSMo, to ensure compliance with the requirements of section 301.558, RSMo, and this rule.

(5) To ensure the timely remittance of all dealer fees required to be paid pursuant to sections 301.550 to 301.580, RSMo, all sales required to be reported pursuant to section 301.280, RSMo, must be filed electronically with the Department of Revenue for the 2022 licensure year and every year thereafter. However, any dealer which has been previously licensed prior to January 1, 2022, and who is not charging an administrative fee may choose to file sales reports electronically or by paper process until the next license renewal.

AUTHORITY: sections 301.553 and 301.558, RSMo Supp. 2022. Emergency rule filed Aug. 19, 2021, effective Sept. 2, 2021, expired Feb. 28, 2022. Original rule filed Aug. 19, 2021, effective Feb. 28, 2022. Amended: Filed Feb. 1, 2023, effective Aug. 30, 2023.*

**Original authority: 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997, 2018, and 301.558, RSMo 2009, amended 2021.*

12 CSR 10-26.231 Maximum Dealer Administrative Fees

PURPOSE: Section 301.558, RSMo, requires that the maximum administrative fee collected by motor vehicle dealers, boat dealers, and powersport dealers licensed pursuant to sections 301.550 to 301.580, RSMo, be increased annually by an amount equal to the percentage change in the annual average of the Consumer Price Index for All Urban Consumers, or its successor index. This rule will annually establish what, if any, maximum administrative fee may be collected by licensees.

(1) As required by section 301.558(4), RSMo, the values in the table below are the yearly maximum administrative fees which may be collected by motor vehicle dealers, boat dealers, and powersport dealers licensed pursuant to sections 301.550 to 301.580, RSMo, and as published in the *Missouri Register* as soon as practicable after January 14 of each year.

Maximum Fee (Year)	CPIAUC Increase	New Maximum Fee	Effective Licensure Year
\$500 (2021)	4.7%	\$523.50	2022
\$523.50 (2022)	8.0%	\$565.38	2023
\$565.38 (2023)	3.9%	\$587.43	2024
\$587.43 (2024)	2.9%	\$604.47	2025

AUTHORITY: sections 301.553 and 301.558, RSMo Supp. 2024. Original rule filed Feb. 21, 2022, effective Aug. 30, 2022. Emergency amendment filed Jan. 30, 2023, effective Feb. 14, 2023, expired Aug. 12, 2023. Amended: Filed Jan. 30, 2023, effective Aug. 30, 2023. Emergency amendment filed Feb. 7, 2024, effective Feb. 23, 2024, expired Aug. 20, 2024. Amended: Filed Feb. 7, 2024, effective Sept. 30, 2024. Emergency amendment filed Feb. 3, 2025, effective Feb. 19, 2025, expired Aug. 17, 2025. Amended: Filed Feb. 3, 2025, effective July 30, 2025.*

**Original authority: 301.553, RSMo 1988, amended 1989, 1993, 1995, 1997, 2018, and 301.558, RSMo 2009, amended 2021.*