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2009

A bill to be entitled

2 An act relating to motor vehicle dealerships; amending s. 3 320.64, F.S.; revising provisions prohibiting certain acts 4 by a motor vehicle manufacturer, factory branch, 5 distributor, or importer licensed under specified 6 provisions; revising conditions and procedures for certain 7 audits; removing a presumption that a dealer had no actual 8 knowledge that a customer intended to export or resell a 9 motor vehicle; amending s. 320.642, F.S.; revising 10 provisions for establishing an additional motor vehicle dealership in or relocating an existing dealer to a 11 location within a community or territory where the same 12 line-make vehicle is presently represented by a franchised 13 14 motor vehicle dealer or dealers; revising notice 15 requirements; revising provisions for denial of an 16 application for a motor vehicle dealer license in any community or territory; revising provisions for evidence 17 to be considered by the Department of Highway Safety and 18 19 Motor Vehicles when evaluating the application; revising 20 provisions under which a dealer has standing to protest a 21 proposed additional or relocated motor vehicle dealer; 22 revising provisions for a proposed addition or relocation 23 concerning a dealership that performs only service; 24 amending s. 320.643, F.S.; revising provisions for 25 transfer, assignment, or sale of franchise agreements; 26 prohibiting rejection of proposed transfer of interest in 27 a motor vehicle dealer entity to a trust or other entity, or a beneficiary thereof, that is established for estate 28 Page 1 of 18

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29 planning purposes; prohibiting placing certain conditions 30 on such transfer; revising provisions for a hearing by the 31 department or a court relating to a proposed transfer; 32 providing for severability; providing an effective date. 33 34 Be It Enacted by the Legislature of the State of Florida: 35 36 Section 1. Subsections (25) and (26) of section 320.64, 37 Florida Statutes, are amended to read: 38 320.64 Denial, suspension, or revocation of license; 39 grounds. -- A license of a licensee under s. 320.61 may be denied, suspended, or revoked within the entire state or at any specific 40 41 location or locations within the state at which the applicant or 42 licensee engages or proposes to engage in business, upon proof 43 that the section was violated with sufficient frequency to 44 establish a pattern of wrongdoing, and a licensee or applicant shall be liable for claims and remedies provided in ss. 320.695 45 and 320.697 for any violation of any of the following 46 47 provisions. A licensee is prohibited from committing the 48 following acts: 49 The applicant or licensee has undertaken an audit of (25)50 warranty, maintenance, and other service-related payments or of incentive payments, including payments to a motor vehicle dealer 51 52 under any licensee-issued program, policy, or other benefit that 53 previously have been paid to a motor vehicle dealer, in

54 violation of this section or has failed to comply with any of 55 its obligations under s. 320.696. An applicant or licensee may

56 reasonably and periodically audit a motor vehicle dealer to

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57 determine the validity of paid claims as provided in s. 320.696. 58 Audits Audit of warranty, maintenance, and other service-related payments shall only be performed by an applicant or licensee 59 60 during for the 1-year period immediately following the date the 61 claim was paid. Audits Audit of incentive payments shall only be 62 performed by an applicant or licensee during for an 18-month 63 period immediately following the date the incentive was paid. 64 After those time periods have elapsed, all warranty, 65 maintenance, and other service-related payments and incentive 66 payments shall be deemed final and incontrovertible for any 67 reason cognizant under any applicable law and the motor vehicle dealer shall not be subject to any charge back or repayment. An 68 69 applicant or licensee may deny a claim or, as a result of a 70 timely conducted audit, charge back a motor vehicle dealer for warranty, maintenance, or other service-related payments or 71 72 incentive payments only if An applicant or licensee shall not 73 deny a claim or charge a motor vehicle dealer back subsequent to 74 the payment of the claim unless the applicant or licensee can 75 show that the warranty, maintenance, or other service-related 76 claim or incentive claim was false or fraudulent or that the 77 motor vehicle dealer failed to substantially comply with the 78 reasonable, written, and uniformly applied procedures of the 79 applicant or licensee for such repairs or incentives. An applicant or licensee may not charge a motor vehicle dealer back 80 81 subsequent to the payment of a warranty, maintenance, or service-related claim or incentive claim unless, within 30 days 82 83 or a timely conducted audit, a representative of the applicant 84 or licensee first meets in person, by telephone, or by video Page 3 of 18

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85 teleconference with an officer or employee of the dealer 86 designated by the motor vehicle dealer. At such meeting the 87 applicant or licensee must provide a detailed explanation, with 88 supporting documentation, as to the basis for each of the claims 89 for which the applicant or licensee proposed a charge-back to 90 the dealer and a written statement containing the basis upon 91 which the motor vehicle dealer was selected for audit or review. 92 Thereafter, the applicant or licensee must provide the motor 93 vehicle dealer's representative a reasonable period after the 94 meeting within which to respond to the proposed charge-backs, 95 with such period to be commensurate with the volume of claims 96 under consideration, but in no case less than 45 days after the 97 meeting. The applicant or licensee is prohibited from changing 98 or altering the basis for each of the proposed charge-backs as 99 presented to the motor vehicle dealer's representative following 100 the conclusion of the audit unless the applicant or licensee 101 receives new information affecting the basis for one or more 102 charge-backs and that new information is received within 60 days 103 after the conclusion of the timely conducted audit. If the 104 applicant or licensee claims the existence of new information, 105 the dealer must be given the same right to a meeting within 30 106 days after the applicant's or licensee's receipt of the new 107 information and right to respond as when the charge-back was 108 originally presented.

109 (26) Notwithstanding the terms of any franchise agreement, 110 including any licensee's program, policy, or procedure, the 111 applicant or licensee has refused to allocate, sell, or deliver 112 motor vehicles; charged back or withheld payments or other

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113 things of value for which the dealer is otherwise eligible under 114 a sales promotion, program, or contest; prevented a motor 115 vehicle dealer from participating in any promotion, program, or 116 contest; or has taken or threatened to take any adverse action 117 against a dealer, including charge-backs, reducing vehicle allocations, or terminating or threatening to terminate a 118 119 franchise because the dealer sold or leased a motor vehicle to a 120 customer who exported the vehicle to a foreign country or who 121 resold the vehicle, unless the licensee proves that the dealer 122 had actual knowledge that the customer intended to export or 123 resell the motor vehicle. There is a conclusive presumption that the dealer had no actual knowledge if the vehicle is titled or 124 125 registered in any state in this country.

127 A motor vehicle dealer who can demonstrate that a violation of, 128 or failure to comply with, any of the preceding provisions by an 129 applicant or licensee will or can adversely and pecuniarily 130 affect the complaining dealer, shall be entitled to pursue all 131 of the remedies, procedures, and rights of recovery available 132 under ss. 320.695 and 320.697.

Section 2. Subsections (1) and (2), paragraph (a) of subsection (3), and paragraphs (b) and (c) of subsection (6) of section 320.642, Florida Statutes, are amended to read:

136 320.642 Dealer licenses in areas previously served; 137 procedure.--

(1) Any licensee who proposes to establish an additional
motor vehicle dealership or permit the relocation of an existing
dealer to a location within a community or territory where the

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141 same line-make vehicle is presently represented by a franchised 142 motor vehicle dealer or dealers shall give written notice of its 143 intention to the department. Such notice shall state:

(a) The specific location at which the additional orrelocated motor vehicle dealership will be established.

(b) The date on or after which the licensee intends to be
engaged in business with the additional or relocated motor
vehicle dealer at the proposed location.

(c) The identity of all motor vehicle dealers who are franchised to sell the same line-make vehicle with licensed locations in the county <u>and or</u> any contiguous county to the county where the additional or relocated motor vehicle dealer is proposed to be located.

(d) The names and addresses of the dealer-operator and principal investors in the proposed additional or relocated motor vehicle dealership.

158 Immediately upon receipt of such notice the department shall 159 cause a notice to be published in the Florida Administrative 160 Weekly. The published notice shall state that a petition or 161 complaint by any dealer with standing to protest pursuant to 162 subsection (3) must be filed not more than 45 $\frac{30}{30}$ days after from 163 the date of publication of the notice in the Florida 164 Administrative Weekly. The published notice shall describe and identify the proposed dealership sought to be licensed, and the 165 department shall cause a copy of the notice to be mailed to 166 those dealers identified in the licensee's notice under 167 168 paragraph (c).

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169 (2) (a) An application for a motor vehicle dealer license170 in any community or territory shall be denied when:

A timely protest is filed by a presently existing
 franchised motor vehicle dealer with standing to protest as
 defined in subsection (3); and

174 The licensee fails to show that the existing franchised 2. 175 dealer or dealers who register new motor vehicle retail sales or 176 retail leases of the same line-make in the community or 177 territory of the proposed dealership are not providing adequate representation, adequate competition, and convenient customer 178 179 service of such line-make motor vehicles in a manner beneficial 180 to the public interest in such community or territory. The 181 ultimate burden of proof in establishing inadequate 182 representation, inadequate competition, and inconvenient 183 customer service shall be on the licensee. Any geographic 184 comparison area used to evaluate the performance of the line-185 make or of the existing motor vehicle dealer or dealers within 186 the community or territory must be reasonably similar in 187 demographic traits to the community or territory of the proposed 188 site, including such factors as age, income, education, vehicle 189 size, class, or model preference, and product popularity, and 190 the comparison area must not be smaller than the largest entire 191 county in which any of the protesting dealers are located. 192 Reasonably expected market sales or service penetration must be 193 measured with respect to the community or territory as a whole and not with respect to any part thereof or any identifiable 194 195 plot therein.

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(b) In determining whether the existing franchised motor vehicle dealer or dealers are providing adequate representation, adequate competition, and convenient customer service in the community or territory for the line-make, the department may consider evidence of any factor deemed material by the finder of fact in the unique circumstances, which may include, but is not limited to:

1. The <u>market share and return on investment</u> impact of the establishment of the proposed or relocated dealer on the consumers, public interest, existing dealers, and the licensee; provided, however, that financial impact <u>other than return on</u> <u>investment</u> may only be considered with respect to the protesting dealer or dealers.

209 2. The size and permanency of investment reasonably made 210 and reasonable obligations incurred by the existing dealer or 211 dealers to perform their obligations under the dealer agreement. 212 <u>including requirements made by the licensee up to 5 years prior</u> 213 <u>to the date of the publication of the notice</u>.

214 3. The reasonably expected market penetration of the linemake motor vehicle for the community or territory involved, 215 216 after consideration of all factors which may affect such said 217 penetration, including, but not limited to, demographic factors 218 such as age, income, education, vehicle size, class, or model preference, line-make, product popularity, retail lease 219 transactions, reasonably foreseeable economic projections, 220 financial expectations, availability of reasonable terms and 221 222 reasonable amounts of credit to prospective customers, or other

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223 factors affecting sales to consumers of the community or 224 territory.

225 4. Any actions by the licensee licensees in denying its 226 existing dealer or dealers of the same line-make the opportunity 227 for reasonable growth, market expansion, or relocation, including the availability of line-make vehicles by model, in 228 229 keeping with the reasonable expectations of the licensee in 230 providing an adequate number of dealers in the community or 231 territory, and the licensee, its common entity, making or there otherwise being credit available to the existing dealers in 232 233 reasonable amounts and on reasonable terms.

5. Any attempts by the licensee to coerce the existing dealer or dealers into consenting to additional or relocated franchises of the same line-make in the community or territory.

6. Distance, travel time, traffic patterns, and accessibility, between the existing dealer or dealers of the same line-make and the location of the proposed additional or relocated dealer, for prospective customers.

7. Whether <u>there will likely be a material positive impact</u> and a material benefit <u>benefits</u> to consumers will likely occur from the establishment or relocation of the <u>proposed</u> dealership which <u>will not</u> cannot be obtained by other geographic or demographic changes or expected changes in the community or territory, or by a material increase in advertising by the <u>licensee</u>.

8. Whether the protesting dealer or dealers are insubstantial compliance with their dealer agreement.

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9. Whether there is adequate interbrand and intrabrand competition with respect to <u>such</u> said line-make in the community or territory and adequately convenient consumer care for the motor vehicles of the line-make, including the adequacy of sales and service facilities.

255 10. Whether the establishment or relocation of the 256 proposed dealership <u>is</u> appears to be warranted and justified 257 based on economic and marketing conditions pertinent to dealers 258 competing in the community or territory, including anticipated 259 future changes.

260 11. The volume of registrations and service business 261 transacted by the existing dealer or dealers of the same line-262 make in the relevant community or territory of the proposed 263 dealership.

264 12. The past and reasonably foreseeable expected growth or 265 decline in population, density of population, and new motor 266 vehicle registrations in the community or territory of the 267 proposed dealership for competing motor vehicles, and whether 268 existing same line-make dealers will be unable to adjust their 269 dealership operations to adequately deal with such changes. 270 13. Whether the licensee has provided marketing and 271 advertising support of its line-make in the community or 272 territory on a basis comparable to its interbrand competitors. 273 14. Whether the economic conditions reasonably forecasted 274 by the licensee for the foreseeable future will enable all 275 existing same line-make dealers and the proposed new or 276 relocated dealership the opportunity for a reasonable return on

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277 their investment, including supplying an adequate number of 278 every model of the licensee's new motor vehicles to them.

279 (3) An existing franchised motor vehicle dealer or dealers 280 shall have standing to protest a proposed additional or 281 relocated motor vehicle dealer where the existing motor vehicle 282 dealer or dealers have a franchise agreement for the same line-283 make vehicle to be sold or serviced by the proposed additional 284 or relocated motor vehicle dealer and are physically located so 285 as to meet or satisfy any of the following requirements or conditions: 286

(a) If the proposed additional or relocated motor vehicle
dealer is to be located in a county with a population of less
than 300,000 according to the most recent data of the United
States Census Bureau or the data of the Bureau of Economic and
Business Research of the University of Florida:

292 1. The proposed additional or relocated motor vehicle 293 dealer is to be located in the area designated or described as 294 the area of responsibility, or such similarly designated area, 295 including the entire area designated as a multiple-point area, 296 in the franchise agreement or in any related document or 297 commitment with the existing motor vehicle dealer or dealers of 298 the same line-make as such agreement existed on or after July 1, 299 2009 upon October 1, 1988;

300 2. The existing motor vehicle dealer or dealers of the 301 same line-make have a licensed franchise location within a 302 radius of 20 miles of the location of the proposed additional or 303 relocated motor vehicle dealer; or

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304 Any existing motor vehicle dealer or dealers of the 3. 305 same line-make can establish that during any 12-month period of 306 the 36-month period preceding the filing of the licensee's 307 application for the proposed dealership, such dealer or its 308 predecessor made 25 percent of its retail sales of new motor 309 vehicles to persons whose registered household addresses were 310 located within a radius of 20 miles of the location of the 311 proposed additional or relocated motor vehicle dealer; provided 312 such existing dealer is located in the same county or any county 313 contiguous to the county where the additional or relocated 314 dealer is proposed to be located.

(6) When a proposed addition or relocation concerns a dealership that performs or is to perform only service, as defined in s. 320.60(16), and will not or does not sell or lease new motor vehicles, as defined in s. 320.60(15), the proposal shall be subject to notice and protest pursuant to the provisions of this section.

321 (b) The addition or relocation of a service-only322 dealership shall not be subject to protest if:

323 1. The applicant for the service-only dealership location 324 is an existing motor vehicle dealer of the same line-make as the 325 proposed additional or relocated service-only dealership;

326 2. There is no existing dealer of the same line-make 327 closer than the applicant to the proposed location of the 328 additional or relocated service-only dealership; and

329 3. The proposed location of the additional or relocated
330 service-only dealership is at least 15 7 miles from all existing

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331 motor vehicle dealerships of the same line-make, other than 332 motor vehicle dealerships owned by the applicant.

(c) In determining whether existing franchised motor vehicle dealers are providing adequate <u>representation, adequate</u> <u>competition, and convenient customer service</u> representations in the community or territory for the line-make in question in a protest of the proposed addition or relocation of a service-only dealership, the department may consider the elements set forth in paragraph (2) (b), provided:

With respect to subparagraph (2) (b)1., only the impact
 as it relates to service may be considered;

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2. Subparagraph (2) (b) 3. shall not be considered;

343 3. With respect to subparagraph (2) (b) 9., only service344 facilities shall be considered; and

345 4. With respect to subparagraph (2) (b) 11., only the volume346 of service business transacted shall be considered.

347 Section 3. Section 320.643, Florida Statutes, is amended 348 to read:

349 320.643 Transfer, assignment, or sale of franchise 350 agreements.--

351 (1) (a) Notwithstanding the terms of any franchise 352 agreement, a licensee shall not, by contract or otherwise, fail 353 or refuse to give effect to, prevent, prohibit, or penalize or 354 attempt to refuse to give effect to, prohibit, or penalize any 355 motor vehicle dealer from selling, assigning, transferring, alienating, or otherwise disposing of its franchise agreement to 356 any other person or persons, including a corporation established 357 358 or existing for the purpose of owning or holding a franchise

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359 agreement, unless the licensee proves at a hearing pursuant to a 360 complaint filed by a motor vehicle dealer under this section 361 that such sale, transfer, alienation, or other disposition is to 362 a person who is not, or whose controlling executive management 363 is not, of good moral character or does not meet the written, reasonable, and uniformly applied standards or qualifications of 364 365 the licensee relating to financial qualifications of the 366 transferee and business experience of the transferee or the 367 transferee's executive management. A motor vehicle dealer who desires to sell, assign, transfer, alienate, or otherwise 368 369 dispose of a franchise shall notify, or cause the proposed 370 transferee to notify, the licensee, in writing, setting forth 371 the prospective transferee's name, address, financial qualifications, and business experience during the previous 5 372 373 years. A licensee who receives such notice may, within 60 days 374 following such receipt, notify the motor vehicle dealer, in 375 writing, that the proposed transferee is not a person qualified 376 to be a transferee under this section and setting forth the 377 material reasons for such rejection. Failure of the licensee to 378 notify the motor vehicle dealer within the 60-day period of such 379 rejection shall be deemed an approval of the transfer. No such 380 transfer, assign, or sale shall be valid unless the transferee 381 agrees in writing to comply with all requirements of the 382 franchise then in effect.

(b) A motor vehicle dealer whose proposed sale is rejected may, within 60 days following such receipt of such rejection, file with the department a complaint for a determination that the proposed transferee has been rejected in violation of this

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387 section. The licensee has the burden of proof with respect to 388 all issues raised by such complaint. The department shall 389 determine, and enter an order providing, that the proposed 390 transferee is either qualified or is not and cannot be qualified 391 for specified reasons, or the order may provide the conditions 392 under which a proposed transferee would be qualified. If the 393 licensee fails to file such a response to the motor vehicle 394 dealer's complaint within 30 days after receipt of the 395 complaint, unless the parties agree in writing to an extension, 396 or if the department, after a hearing, renders a decision other 397 than one disqualifying the proposed transferee, the franchise 398 agreement between the motor vehicle dealer and the licensee 399 shall be deemed amended to incorporate such transfer or amended 400 in accordance with the determination and order rendered, 401 effective upon compliance by the proposed transferee with any 402 conditions set forth in the determination or order.

403 (2) (a) Notwithstanding the terms of any franchise 404 agreement, a licensee shall not, by contract or otherwise, fail 405 or refuse to give effect to, prevent, prohibit, or penalize, or 406 attempt to refuse to give effect to, prevent, prohibit, or 407 penalize, any motor vehicle dealer or any proprietor, partner, 408 stockholder, owner, or other person who holds or otherwise owns 409 an interest therein from selling, assigning, transferring, 410 alienating, or otherwise disposing of, in whole or in part, the equity interest of any of them in such motor vehicle dealer to 411 any other person or persons, including a corporation established 412 or existing for the purpose of owning or holding the stock or 413 ownership interests of other entities, unless the licensee 414

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415 proves at a hearing pursuant to a complaint filed by a motor vehicle dealer under this section that such sale, transfer, 416 417 alienation, or other disposition is to a person who is not, or 418 whose controlling executive management is not, of good moral 419 character. A motor vehicle dealer, or any proprietor, partner, 420 stockholder, owner, or other person who holds or otherwise owns 421 an interest in the motor vehicle dealer, who desires to sell, 422 assign, transfer, alienate, or otherwise dispose of any interest 423 in such motor vehicle dealer shall notify, or cause the proposed 424 transferee to so notify, the licensee, in writing, of the 425 identity and address of the proposed transferee. A licensee who 426 receives such notice may, within 60 days following such receipt, notify the motor vehicle dealer in writing that the proposed 427 428 transferee is not a person qualified to be a transferee under 429 this section and setting forth the material reasons for such 430 rejection. Failure of the licensee to notify the motor vehicle 431 dealer within the 60-day period of such rejection shall be 432 deemed an approval of the transfer. Any person whose proposed 433 sale of stock is rejected may file within 60 days of receipt of 434 such rejection a complaint with the department alleging that the 435 rejection was in violation of the law or the franchise 436 agreement. The licensee has the burden of proof with respect to 437 all issues raised by such complaint. The department shall 438 determine, and enter an order providing, that the proposed transferee either is qualified or is not and cannot be qualified 439 440 for specified reasons; or the order may provide the conditions 441 under which a proposed transferee would be qualified. If the licensee fails to file a response to the motor vehicle dealer's 442

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443 complaint within 30 days of receipt of the complaint, unless the 444 parties agree in writing to an extension, or if the department, 445 after a hearing, renders a decision on the complaint other than 446 one disqualifying the proposed transferee, the transfer shall be 447 deemed approved in accordance with the determination and order 448 rendered, effective upon compliance by the proposed transferee 449 with any conditions set forth in the determination or order.

450 (b) Notwithstanding paragraph (a), neither a licensee nor 451 the department shall reject a proposed transfer of a legal, 452 equitable, or beneficial interest in a motor vehicle dealer to a 453 trust or other entity, or to any beneficiary thereof, that is 454 established by an owner of any interest in a motor vehicle 455 dealer for estate planning purposes provided the controlling 456 person or entity thereof is of good moral character; nor shall a 457 licensee or the department condition any proposed transfer under this section upon a relocation of, construction of any addition 458 or modification to, or any refurbishing or remodeling of any 459 460 dealership structure, facility, or building of the existing 461 motor vehicle dealer, or upon any modification of the existing 462 franchise agreement.

(3) During the pendency of any such <u>department or court</u>
hearing, the franchise agreement of the motor vehicle dealer
shall continue in effect in accordance with its terms. The
department <u>or any court</u> shall <u>use reasonable efforts to</u> expedite
any determination requested under this section.

468 (4) Notwithstanding the terms of any franchise agreement,
469 the acceptance by the licensee of the proposed transferee shall
470 not be unreasonably withheld, delayed, or conditioned. For the

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471 purposes of this section, the refusal by the licensee to accept, 472 <u>in a timely manner</u>, a proposed transferee who satisfies the 473 criteria set forth in subsection (1) or subsection (2) is 474 presumed to be unreasonable.

475 It shall be a violation of this section for the (5) 476 licensee to reject, or withhold, delay, or condition approval of 477 a proposed transfer unless the licensee can prove in any court of competent jurisdiction in defense of any claim brought 478 pursuant to s. 320.697 that, in fact, the rejection or 479 480 withholding of approval of the proposed transfer was not in violation of or precluded by this section and was reasonable. 481 482 The determination of whether such rejection or withholding was reasonable shall be based on a preponderance of the evidence 483 484 presented during the proceeding on an objective standard. 485 Alleging the permitted statutory grounds by the licensee in the 486 written rejection of the proposed transfer shall not constitute 487 a defense of the licensee, or protect the licensee from 488 liability for violating this section.

Section 4. If any provision of this act or the application thereof to any person or circumstance is held invalid, the invalidity shall not affect other provisions or applications of the act which can be given effect without the invalid provision or application, and to this end the provisions of this act are declared severable.

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Section 5. This act shall take effect upon becoming a law.

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