

1 A bill to be entitled
 2 An act relating to motor vehicle manufacturers and
 3 dealers; amending s. 320.60, F.S.; redefining the term
 4 "line-make vehicle"; amending s. 320.605, F.S.;
 5 replacing legislative intent with legislative
 6 findings; amending s. 320.64, F.S.; revising a
 7 prohibition against certain applicants and licensees
 8 competing with franchised motor vehicle dealers in
 9 this state; defining the term "sale"; providing an
 10 effective date.

11
 12 Be It Enacted by the Legislature of the State of Florida:

13
 14 Section 1. Subsection (14) of section 320.60, Florida
 15 Statutes, is amended to read:

16 320.60 Definitions for ss. 320.61-320.70.—Whenever used in
 17 ss. 320.61-320.70, unless the context otherwise requires, the
 18 following words and terms have the following meanings:

19 (14) "Line-make vehicle" includes all models and types of
 20 motor vehicles, regardless of the kind of engine, power plant,
 21 or drive train they have; their design; or their intended use or
 22 classification, which are offered for retail sale, lease,
 23 license, subscription, or any other method of distribution under
 24 a common name, trademark, service mark, or brand name of the
 25 manufacturer of such vehicle. A line-make model or type that has

26 | been the subject of a franchise with a motor vehicle dealer in
 27 | this state may not be sold or otherwise distributed or marketed
 28 | in any way by an applicant or licensee other than through its
 29 | franchised motor vehicle dealer, and, thereafter, may not be
 30 | rebadged or otherwise marketed as a new line-make unless the
 31 | manufacturer, importer, or distributor of such new line-make
 32 | offers a franchise of that new line-make to every motor vehicle
 33 | dealer that was franchised to sell that model or type before
 34 | ~~rebadging vehicles" are those motor vehicles which are offered~~
 35 | ~~for sale, lease, or distribution under a common name, trademark,~~
 36 | ~~service mark, or brand name of the manufacturer of same.~~

37 | However, motor vehicles sold or leased under multiple brand
 38 | names or marks ~~shall~~ constitute a single line-make when they are
 39 | included in a single franchise agreement and every motor vehicle
 40 | dealer in this state authorized to sell or lease any such
 41 | vehicles has been offered the right to sell or lease all of the
 42 | multiple brand names or marks covered by the single franchise
 43 | agreement. However ~~Except~~, such multiple brand names or marks
 44 | are ~~shall be~~ considered individual franchises for purposes of s.
 45 | 320.64(36).

46 | Section 2. Section 320.605, Florida Statutes, is amended
 47 | to read:

48 | 320.605 Legislative findings intent.~~-The Legislature finds~~
 49 | and declares that the distribution, marketing, sale, leasing,
 50 | rental, or otherwise providing title, use, or possession to

51 consumers and other entities of motor vehicles, replacement
52 parts, accessories, and the servicing and repair thereof in this
53 state vitally affects the general economy of the state and the
54 public safety and welfare of its residents. The Legislature
55 further finds that the motor vehicle franchise system in this
56 state operates within a defined and highly regulated statutory
57 scheme; assures consumers of a well-organized distribution
58 system that supports the availability of new motor vehicles;
59 provides tens of thousands of jobs for the residents of this
60 state; provides a network of quality warranty, repair, and
61 recall facilities; and provides a cost-effective method for the
62 state to police the system through licensing and regulation of
63 the interactions between private sector franchisors and
64 franchisees, and that such regulation is necessary to promote
65 fair and harmonious relations between motor vehicle
66 manufacturers, importers, distributors, and their dealers; to
67 protect fair competition; to protect consumers; and to provide
68 ~~It is the intent of the Legislature to protect the public~~
69 ~~health, safety, and welfare of the citizens of the state by~~
70 ~~regulating the licensing of motor vehicle dealers and~~
71 ~~manufacturers, maintaining competition, providing consumer~~
72 ~~protection and fair trade and providing minorities with~~
73 opportunities for ~~full~~ participation as motor vehicle dealers.

74 Section 3. Subsection (23) of section 320.64, Florida
75 Statutes, is amended to read:

76 320.64 Denial, suspension, or revocation of license;
 77 grounds.—A license of a licensee under s. 320.61 may be denied,
 78 suspended, or revoked within the entire state or at any specific
 79 location or locations within the state at which the applicant or
 80 licensee engages or proposes to engage in business, upon proof
 81 that the section was violated with sufficient frequency to
 82 establish a pattern of wrongdoing, and a licensee or applicant
 83 shall be liable for claims and remedies provided in ss. 320.695
 84 and 320.697 for any violation of any of the following
 85 provisions. A licensee is prohibited from committing the
 86 following acts:

87 (23) The applicant or licensee has competed, ~~or~~ is
 88 competing, or has announced its intention to compete with one of
 89 its franchised motor vehicle dealers in the sale or service of
 90 vehicles; in the sale of replacement parts, accessories, or
 91 after-market products; in collision repair; or in any other
 92 motor vehicle dealer activity related to the line-make for which
 93 the motor vehicle dealer in this state is a party to a franchise
 94 agreement with the applicant or licensee. As used in this
 95 subsection, the term "sale" includes the sale, leasing, rental,
 96 licensing, subscription, or any other transfer to a retail
 97 consumer, a wholesaler, or a broker of title, possession, or use
 98 of a motor vehicle, replacement parts, or accessories that are
 99 the subject of, or covered in the franchise agreement with, the
 100 motor vehicle dealer ~~with respect to any activity covered by the~~

101 ~~franchise agreement with a motor vehicle dealer of the same~~
102 ~~line make located in this state with whom the applicant or~~
103 ~~licensee has entered into a franchise agreement, except as~~
104 ~~permitted in s. 320.645.~~

105
106 A motor vehicle dealer who can demonstrate that a violation of,
107 or failure to comply with, any of the preceding provisions by an
108 applicant or licensee will or may adversely and pecuniarily
109 affect the complaining dealer, shall be entitled to pursue all
110 of the remedies, procedures, and rights of recovery available
111 under ss. 320.695 and 320.697.

112 Section 4. This act shall take effect July 1, 2020.