

Assembly Bill No. 1887

CHAPTER 72

An act to amend Section 13534 of the Business and Professions Code, relating to motor fuel advertising.

[Approved by Governor June 24, 2004. Filed with
Secretary of State June 25, 2004.]

LEGISLATIVE COUNSEL'S DIGEST

AB 1887, Nakanishi. Motor fuel: signage.

Existing law regulates the advertising of motor fuel and motor oil, and specifies the content of advertising that may be used in connection with the sale of motor fuel and motor oil. Existing law provides that it is unlawful to place any additional advertising matter on price signs for motor fuel or motor oil, except as specified.

This bill would make this law regulating the placement of additional advertising matters on motor fuel signs inapplicable to electronic changeable message centers when the advertising content includes both the product offered for sale and its price in a single advertising message, or when the product and price components of the advertising message clearly relate to one another and the price neither starts nor ends the message.

The people of the State of California do enact as follows:

SECTION 1. Section 13534 of the Business and Professions Code is amended to read:

13534. (a) Except as provided by subdivision (b), and subdivisions (b), (c), and (d) of Section 13532, it is unlawful for any person to place any additional advertising matter on any advertising medium referred to in this article except:

- (1) A description of the products offered for sale in letters or numerals not larger than the price numerals.
- (2) Methods of sale, such as self-serve or full-serve, in letters not less than one-third the size of the price numerals.
- (3) Words describing the type of services offered at the place of business, such as food market, carwash, tune up, and the registered trademark or trade name of the service, but not the price of the service.

(b) Subdivision (a) does not apply to electronic changeable message centers when the advertising content includes both the product offered for sale and its price in a single advertising message, or when the product



and price components of the advertising message clearly relate to one another and the price neither starts nor ends the message.

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