

1 Section 596.3. A. All of the following conditions shall apply
2 to the area of sales responsibility of a dealer included in a dealer
3 agreement between a manufacturer and a dealer:

4 1. The manufacturer shall designate in the dealer agreement the
5 area of sales responsibility exclusively assigned to the dealer;

6 2. The manufacturer shall not change the area of sales
7 responsibility of a dealer or establish another dealer for the same
8 line-make in that area during the term of the dealer agreement; and

9 3. The area of sales responsibility may not be reviewed or
10 changed without the consent of both parties until one (1) year after
11 the execution of the dealer agreement.

12 B. A dealer promoting its own private off-premises sales event,
13 wherein that dealer is the sole participating dealer, shall not
14 conduct sales activity or display for sale recreational vehicles
15 outside of its manufacturer designated area of sales responsibility.

16 C. A dealer participating in a sponsored off-premise sales
17 event with other participating dealers, ~~may sell off-premises within~~
18 conduct sales activity or display for sale recreational vehicles
19 inside or outside the area of sales responsibility of the dealer
20 ~~under the following circumstances:.~~

21 1. ~~At sanctioned recreational vehicle shows where the sales~~
22 ~~event is held off-premises and at least sixty-seven percent (67%) of~~
23 ~~the recreational vehicle dealers that are located within a sixty-~~
24 ~~mile radius of the location of the show participate in the show. A~~

1 ~~sanctioned~~ A sponsored recreational vehicle show may be held only
2 under the following conditions:

- 3 a. the sponsoring entity of the sales event shall obtain
4 a permit from the Oklahoma New Motor Vehicle
5 Commission at the rate of Two Hundred Dollars
6 (\$200.00) per event. The permit shall be for a period
7 not to exceed ten (10) consecutive days,
- 8 b. dealer permits for a ~~sanctioned~~ sponsored recreational
9 vehicle show described in this paragraph shall be
10 obtained from the Commission at a rate of Fifteen
11 Dollars (\$15.00) for each ~~motor home per sanctioned~~
12 recreational vehicle at the show,
- 13 ~~c. new recreational vehicle dealers whose manufacturer-~~
14 ~~approved area of responsibility includes the event~~
15 ~~location shall be eligible to participate in the~~
16 ~~sanctioned recreational vehicle show~~ a dealer
17 participating in a sponsored off premise sales show
18 shall not be denied a permit on the grounds that the
19 promotion is to be held within the relevant market
20 area of another dealer of the same-line make,
- 21 d. new recreational vehicle dealers shall obtain written
22 approval from the manufacturer or distributor to
23 participate in the ~~sanctioned~~ sponsored recreational
24 vehicle show, and

1 e. the ~~sanctioned~~ sponsored recreational vehicle show
2 shall be conducted within municipal, county, or state-
3 owned or controlled facilities or within the grounds
4 of any county, district, or state fair; ~~and.~~

5 2. ~~At nonsanctioned~~ A private recreational vehicle ~~shows~~ show
6 where only one ~~or more dealers~~ dealer may sell recreational vehicles
7 off-premises under the following conditions:

8 a. dealer permits for a ~~nonsanctioned~~ private
9 recreational vehicle show described in this paragraph
10 shall be obtained from the Commission at a rate of
11 Fifteen Dollars (\$15.00) for each recreational vehicle
12 ~~per nonsanctioned recreational vehicle~~ at the show,

13 b. the location of the ~~nonsanctioned~~ private recreational
14 vehicle show shall be within the manufacturer-approved
15 area of responsibility,

16 c. the ~~nonsanctioned~~ private recreational vehicle show
17 shall occur no more than five (5) consecutive days per
18 event, excluding county, district, or state fairs,

19 d. each dealer may participate in no more than eight
20 ~~nonsanctioned~~ private recreational vehicle shows per
21 calendar year, ~~and~~

22 e. ~~nonsanctioned~~ private recreational vehicle shows ~~shall~~
23 be, if held on privately owned property, shall be no
24 closer than two and one-half (2 1/2) miles to any

1 other ~~nonparticipating~~ recreational vehicle dealer;
2 provided, however, a ~~nonsanctioned~~ private
3 recreational vehicle show may be held on county or
4 municipally owned property with no mileage barrier
5 restriction,

6 f. a dealer shall obtain written approval from the
7 manufacturer or distributor to participate in a
8 private recreational vehicle show, and

9 g. the sponsoring entity of the private sales event must
10 provide written permission for the dealer to conduct
11 the event on the sponsor's property.

12 D. A dealer may display a recreational vehicle within the
13 designated area of responsibility of the dealer for promotional
14 purposes. At an off-premises display event, no sales activities
15 shall be conducted including, but not limited to, negotiations,
16 financing, and accepting credit applications. Sales or finance
17 personnel shall not be permitted to participate at an off-premises
18 display event. A permit for the off-premises display event shall
19 not be required.

20 E. A dealer agreement shall include a designated principal of
21 the dealer. A dealer agreement may identify a family member as the
22 successor of the principal or include a succession plan of the
23 dealer. A dealer may at any time change a designation or succession
24

1 plan made in the dealer agreement by providing written notice to the
2 manufacturer.

3 SECTION 2. This act shall become effective November 1, 2025.
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5 COMMITTEE REPORT BY: COMMITTEE ON COMMERCE AND ECONOMIC DEVELOPMENT
6 OVERSIGHT, dated 03/06/2025 - DO PASS, As Amended and Coauthored.
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