

STATE OF NEW YORK

2093--B

2025-2026 Regular Sessions

IN ASSEMBLY

January 15, 2025

Introduced by M. of A. FALL -- read once and referred to the Committee on Consumer Affairs and Protection -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the general business law, in relation to enacting the "consumer protection and automotive transparency act"

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. Short title. This act shall be known and may be cited as
2 the "consumer protection and automotive transparency act".
3 § 2. Legislative purpose and intent. The purpose of this act is to
4 mandate transparency in automotive labeling, ensuring consumers are
5 accurately informed about the materials used in the interiors of automo-
6 biles. Consumers are often misled by the marketing of different types of
7 materials used in making seating surfaces, steering wheels and gear
8 shifters in the automotive industry. This misleading marketing can
9 result in consumers paying more for products that are not what they were
10 expecting or buying a product that they assume is a certain material and
11 it is not. It is important to protect consumers (monetarily, ethically
12 and health-related) by requiring automotive manufacturers to disclose
13 the materials used in their interior products. This legislation aims to
14 protect consumers from deceptive marketing practices and promote trans-
15 parency across the automotive industry.
16 (a) The purpose of this legislation is to protect consumers in the
17 automotive industry by ensuring transparency and accurate labeling of
18 materials used in automobile interiors.
19 (b) This legislation aims to prevent misleading marketing practices
20 and provide consumers with clear and understandable information about
21 the content of automobile interiors.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets [-] is old law to be omitted.

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1 (c) This legislation mandates transparency in the labeling of automo-
2 tive interiors to protect consumers from misleading marketing practices
3 related to leather, fabric and plastic materials.

4 (d) This legislation aims to ensure that consumers can make informed
5 decisions about the materials used in automotive interiors.

6 (e) This legislation seeks to establish clear and simple labeling
7 requirements, avoiding unnecessary complexity and ensuring accessibility
8 for consumers of all educational backgrounds.

9 § 3. The general business law is amended by adding a new section 198-d
10 to read as follows:

11 § 198-d. Consumer protection and automotive transparency. (a) Defi-
12 nitions. For the purposes of this section, the following terms shall
13 have the following meanings:

14 (1) "Leather" means any hide or skin products derived from animals
15 that possess an intact original fibrous structure, obtained from hides
16 tanned to prevent decay, that may have been split before or after
17 tanning into layers or segments, and that may have a coating applied.

18 (2) "Fabric" means any cloth or material produced by weaving or knit-
19 ting fibers.

20 (3) "Plastic and coated materials" means rolled goods, or sheets of
21 woven, knit, or non-woven textiles to which a polymer or resin mixture
22 is applied as a surface coating or layer and makes up the majority of
23 the base material.

24 (4) "Label" means any tag, label, or other writing that is attached to
25 or accompanies an automotive product.

26 (b) Labeling requirements. (1) Automotive manufacturers of new motor
27 vehicles shall clearly label the interior materials of such motor vehi-
28 cles using terms that are easily understandable to the average consumer.

29 (2) The interior threshold required for defined labeling shall be
30 based upon the percent of material used on the interactive interior
31 surfaces of a motor vehicle. Interactive interior surfaces shall mean
32 seating surfaces in all rows of the motor vehicle, headrests, steering
33 wheel, and gear shift. Interactive interior surfaces shall not include
34 seating side and back panels and all other non-seating surfaces in the
35 motor vehicle.

36 (3) The following terms shall be used to describe the materials used
37 in motor vehicle interiors: leather, fabric, plastic and coated materi-
38 als, and any other material that accurately represents the nature of the
39 interior.

40 (4) The interactive interior surfaces labels shall be clearly visible
41 and prominently displayed on any marketing materials provided to the
42 consumer with the motor vehicle and printed in type no less than twelve-
43 point font.

44 (c) Prohibition of deceptive practices. It shall be unlawful to sell,
45 market, or advertise motor vehicle interiors using terms such as "leath-
46 er," "skin," "tanned skin," "coated leather," or any other terms defined
47 in this section, its derivatives, or synonyms, as well as the other
48 terms as a means of naming any other materials which do not comply with
49 the characteristics defined in subdivision (a) of this section, either
50 as a noun or as an adjective, even if entered as prefixes or suffixes in
51 other words, regardless of the language used.

52 (d) Enforcement and penalties. (1) Whenever a violation of this
53 section has occurred, a civil penalty shall be imposed on the manufac-
54 turer of up to two hundred and fifty dollars per violation for the first
55 offense and up to five hundred dollars per violation for subsequent
56 offenses.

1 (2) Any violation of subdivision (c) of this section shall be deemed a
2 deceptive practice within the meaning of section three hundred forty-
3 nine of this chapter.

4 § 4. Severability. If any provision of this act is held to be invalid
5 or unenforceable, such invalidity or unenforceability shall not affect
6 the validity or enforceability of any other provision of this act.

7 § 5. This act shall take effect one year after it shall have become a
8 law.