S T A T E O F N E W Y O R K

10180

I N A S S E M B L Y

May 10, 2012

Introduced by M. of A. LENTOL -- read once and referred to the Committee on Agriculture

AN ACT to amend the agriculture and markets law, in relation to the advertising of prices of certain petroleum products

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. Section 192 of the agriculture and markets law is amended by adding a new subdivision 5-a to read as follows:

5-A. A. NO PERSON, FIRM OR CORPORATION THAT SELLS OR OFFERS TO SELL AT RETAIL MOTOR FUEL FOR USE IN INTERNAL COMBUSTION ENGINES IN MOTOR VEHICLES OR MOTORBOATS SHALL ADVERTISE A DISCOUNTED PRICE FOR CASH PURCHASES UNLESS:

(I) SUCH PERSON, FIRM OR CORPORATION ALSO ADVERTISES THE PRICE FOR CREDIT PURCHASES FOR THE SAME FUEL TYPE; AND

(II) THE ADVERTISEMENT FOR CREDIT PRICES IS THE SAME SIZE OR LARGER THAN THE ADVERTISEMENT FOR THE REDUCED CASH PURCHASE PRICE.

B. ANY PERSON, FIRM, OR CORPORATION WHO SHALL VIOLATE THE PROVISIONS OF THIS SUBDIVISION SHALL BE LIABLE TO A CIVIL PENALTY OF ONE HUNDRED DOLLARS FOR EACH DAY OR PORTION THEREOF THAT THE ILLEGAL ADVERTISEMENT IS PORTRAYED TO THE CONSUMERS.

S 2. This act shall take effect on the ninetieth day after it shall have become a law.

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

LBD15633-01-2