

# STATE OF NEW YORK

3567

2025-2026 Regular Sessions

## IN SENATE

January 28, 2025

Introduced by Sens. CLEARE, FERNANDEZ -- read twice and ordered printed,  
and when printed to be committed to the Committee on Consumer  
Protection

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 Assem-  
bly, 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.  
22 (c) This legislation mandates transparency in the labeling of automo-  
23 tive interiors to protect consumers from misleading marketing practices  
24 related to leather, fabric and plastic materials.

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

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

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

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

8 § 198-d. Consumer protection and automotive transparency. (a) Defi-  
9 nitions. For the purposes of this section, the following terms shall  
10 have the following meanings:

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

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

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

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

23 (5) "Consumer protection division" means the consumer protection divi-  
24 sion established pursuant to section ninety-four-a of the executive law.

25 (b) Labeling requirements. (1) Automotive manufacturers shall clearly  
26 label the interior materials of vehicles using terms that are easily  
27 understandable to the average consumer at a level equivalent to a sixth  
28 grade reading comprehension. Automotive manufacturers shall provide  
29 transparent and accurate labeling on automobile interiors to ensure that  
30 all consumers, regardless of their level of education, can understand  
31 the material used in the automobile interior.

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

38 (i) If the interactive interior surface material is greater than  
39 seventy percent of a defined composition, then the entire label can be  
40 labeled as such.

41 (ii) If the interactive interior surface is composed of less than  
42 seventy percent of any of the defined materials, including leather,  
43 fabric, or plastic and coated materials, then there shall be a label  
44 defining the material used by percentage.

45 (3) The following terms shall be used to describe the materials used  
46 in automobile interiors: leather, fabric, plastic and coated materials,  
47 and any other material that accurately represents the nature of the  
48 interior.

49 (4) The interactive interior surfaces labels shall be clearly visible  
50 to the consumers, shall be prominently displayed on the product, and  
51 shall be easy to read. The material of the upholstery shall be listed in  
52 plain and easy-to-understand language.

53 (c) Prohibition of marketing names. The use of marketing names causing  
54 confusion, such as MBtex, ActiveX, Alcantera, Artico, NuLuxe, SansaTec,  
55 SofTex, Sophina, Ultrasuede, V-Text or similar marketing names, is  
56 prohibited for labeling automobile interiors.

1 (d) Prohibition of deceptive practices. It is prohibited to sell,  
2 market, or advertise automobile interiors using terms such as "leather,"  
3 "skin," "tanned skin," "coated leather," or any other terms defined in  
4 this section, its derivatives, or synonyms, as well as the other terms  
5 as a means of naming any other materials which do not comply with the  
6 characteristics defined in subdivision (a) of this section, either as a  
7 noun or as an adjective, even if entered as prefixes or suffixes in  
8 other words, regardless of the language used.

9 (e) Enforcement and penalties. (1) The consumer protection division  
10 shall enforce the provisions of this section.

11 (2) Violations of this section may result in penalties, fines, or  
12 other appropriate enforcement measures as determined by the consumer  
13 protection division.

14 (3) The consumer protection division may investigate any alleged  
15 violation of this section and may issue orders to cease and desist oper-  
16 ations from any violation. The consumer protection division may also  
17 impose civil penalties for violations of this section.

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

21 § 5. This act shall take effect immediately.