



Monroney Label Policy

Although prices can sometimes be negotiable, automobiles are the only consumer items required by law to carry manufacturer suggested retail price stickers. This sticker, also called a Monroney label, is attached to a window of the vehicle. It shows the base price of that model, including all standard equipment; manufacturer-installed options and their retail prices; transportation or freight charges (also known as destination or delivery charges); and the total manufacturer's suggested retail price. Details about the average fuel economy for the vehicle are required on all cars and light trucks; this information is usually included on the Monroney label, but will sometimes be found on a separate sticker, the EPA [Environmental Protection Agency] Fuel Economy Label. The Monroney label may not be removed by anyone other than the purchaser.

The legislation requiring the sticker is commonly known as the Monroney Law (Federal Monroney Act of 1958), named after its sponsor in Congress, Almer Stillwell "Mike" Monroney (1902-1980).

No McDaniels' Associate should remove this window sticker without the expressed consent of the purchaser of the vehicle. Should the sticker become dislodged for whatever reason, it should immediately be reaffixed (taped) to the window.

Sometimes, McDaniels will add additional equipment (accessories) to a vehicle. These accessories should be itemized on an addendum sticker, reflecting the adjusted (higher) price for those installed features. The addendum sticker should be attached as near to the Monroney Label as is practical. Missing Monroney Labels should be reported to Senior Managers immediately, who should then contact the appropriate manufacturer for a replacement. Generally, new vehicles cannot be sold without a valid Monroney Label.