

2026 Updates to Driven Guide on Federal Advertising Requirements

National Automobile Dealers Association

Speaking Engagement

September 1, 2026 from 1:00 pm to 2:00 pm (EDT)

Partner and Advertising and Marketing chair [Donnelly McDowell](#) and Special Counsel [Ioana Gorecki](#) presented "2026 Updates to Driven Guide on Federal Advertising Requirements" for the National Automobile Dealers Association (NADA)'s Webinar Series.

NADA released an updated version of *A Dealer Guide to Federal Advertising Requirements* to help dealerships comply with federal advertising laws, incorporating recent FTC enforcement developments around all-in pricing, endorsements, social media, privacy, and advertising practices. Donnelly and Ioana discussed the guide, major updates, and helped dealers gain a deeper understanding of compliance with federal advertising laws.

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