



PART XIV Advertising and Publicity

14.1 Automotive Product Advertising - Car Names

- A. Product manufacturers posting prize money, contingent with product use and the display of advertising on a car during a competition must provide the Director of Competition or his representative with a statement of conditions for payment of such prize money at least 24 hours before the competition begins. The product manufacturer shall provide the Director of Competition with proof of prize money payment, in accordance with these conditions, within 30 days of certification by USAC of product use.
- B. Any advertisement of automotive products and the related use of these products during sanctioned events must be consistent with the facts and must not be likely to deceive or mislead the general public.
- C. Any advertising of an automotive product, including the car name, which may be carried on a car during competition, is subject to the approval of the Director of Competition or his representative.
- D. Any product advertising and/or endorsement utilizing any identification of the United States Auto Club (USAC) or the results from any USAC sanctioned event must have the written approval and consent of USAC.

14.2 Automotive Product Certification

- A. USAC shall maintain the right to certify the use of any automotive product that is advertised on the car or for which contingency prize money is posted. The Chief Steward shall have the authority to impound any car at any time to check it for proper certification of any automotive products used during qualifications and/or the race.
- B. In some instances, which shall be determined by USAC, the entrant or his representative will be required to provide USAC with an affidavit, certifying product use.
- C. The manufacturer of any automotive product that is actually used in qualifications and/or the race may publicize that fact, provided that USAC has certified the product use.
- D. Any entrant or his representative who fails to comply with certification inspection requirements, refuses to permit the examination of the car or provides a false affidavit regarding product use, may be fined up to twenty-five thousand dollars (\$25,000) and the car may be disqualified.

14.3 Non-Automotive Product Advertising

- A. Any advertising of a non-automotive product, including the car name, which is undignified, might confuse the public or might detract from the interest in competition, may be disapproved by the Director of Competition.
- B. Non-automotive product advertising must comply with all current regulations regarding size.

14.4 Testimonial - No licensed person or product manufacturer shall make a false public statement concerning any automotive product used or said to have been used in a United States Auto Club sanctioned competition.

14.5 Prize Money and Point Funds – Awards may be withheld for participants who fail to follow posted requirements (Decals and patches required) concerning contingency fund disbursements.