

6774

Sponsor(s): Senators Horn and Rasmussen

Brief Description: Redefining motorcycle relevant market area.

**SB 6774 - DIGEST**

Provides that "relevant market area" is defined as follows:  
(1) If the population in the county in which the proposed new or relocated dealership is to be located is four hundred thousand or more, the relevant market area is the geographic area within a radius of eight miles around the proposed site;

(2) If the population in the county in which the proposed new or relocated dealership is to be located is two hundred thousand or more and less than four hundred thousand, the relevant market area is the geographic area within a radius of twelve miles around the proposed site;

(3) If the population in the county in which the proposed new or relocated dealership is to be located is less than two hundred thousand, the relevant market area is the geographic area within a radius of sixteen miles around the proposed site.

Provides that, notwithstanding the terms of a franchise and notwithstanding the terms of a waiver, if a manufacturer intends or proposes to enter into a franchise to establish an additional new motorcycle dealer or to relocate an existing new motorcycle dealer within or into a relevant market area in which the same line make of motorcycle is then represented, the manufacturer shall provide at least sixty days advance written notice to the department and to each new motorcycle dealer of the same line make in the relevant market area, of the manufacturer's intention to establish an additional new motorcycle dealer or to relocate an existing new motorcycle dealer within or into the relevant market area.