

Vehicle Description Best Practices

Anderson Auto Group — All Stores

NEW VEHICLES

The vehicle description field in vAuto is your sales pitch. It's what customers read to decide if a vehicle is worth their time. Legal language, fee disclosures, warranty boilerplate, and pricing disclaimers do not belong here — they are handled automatically in the structured sections of the website.

✔ What Descriptions SHOULD Contain

✔ Year, make, model, trim highlights

✔ Color, interior material, standout features

✔ Key options & packages that set it apart

✔ Technology, safety, and convenience features

✔ What makes this specific vehicle a great choice

✗ What Does NOT Belong in Descriptions

✗ "As-is" or "no warranty" boilerplate

✗ Fee disclosures (\$499 doc fee, protection pkg)

✗ "Subject to prior sale" language

✗ "Price may not be honored" disclaimers

✗ OAC / finance terms / APR language

✗ "Fully loaded" (unsubstantiated claim)

✗ Pricing, rebate, or incentive language

💡 Why This Matters

When legal boilerplate gets pasted into descriptions, it creates compliance contradictions that flag on audits and can draw regulatory attention. On a new vehicle, a description that layers in fee, warranty, or pricing language conflicts with the disclosures the website already presents in its dedicated sections — and duplicated or conflicting language is exactly what an audit catches. The website handles disclaimers; the description just needs to sell the car.

⚠ "New" Means New — Watch Demo & Loaner Status

A vehicle carried as a demo, courtesy transportation unit, or in-service loaner cannot be described as simply "new" without qualification. If the unit has been in service, the vAuto status must reflect demo/loaner — not the description working around it. Calling an in-service unit "new" is a direct contradiction an audit will flag.

Common Description Problems (Principle-Based)

The Problem	Why It Flags	The Fix
Warranty or "as-is" boilerplate pasted into the description	Contradicts the structured warranty/disclosure sections the website already presents	Remove the boilerplate — let the website template carry it
An in-service demo or loaner described as "new"	Can't call an in-service unit "new" without qualification	Update the vAuto status to reflect demo/loaner
"Fully loaded" or similar blanket claims	Unsubstantiated — implies every factory option is present	Replace with the specific features the vehicle actually has
"Subject to prior sale" / "price may not be honored due to error"	Reads as bait-and-switch language under FTC rules	Remove entirely — this language does not belong in descriptions
Pricing, rebate, or incentive figures typed into the description	Pricing is configured in vAuto and displayed by the website; description copies drift out of sync	Remove — keep all pricing in the structured price stack

Sell the car. Let the website handle the legal.

