

Vehicle Description Best Practices

Anderson Auto Group — All Stores

USED & CERTIFIED PRE-OWNED

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. On used vehicles, condition and history are what sell — so tell that story accurately.

✔ What Descriptions SHOULD Contain

- ✔ Year, make, model, trim highlights
- ✔ Color, interior material, standout features
- ✔ Key options & packages that set it apart
- ✔ Condition notes & service history
- ✔ Certification tier, if applicable (see below)
- ✔ 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)
- ✗ "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. The classic example: a description that says "certified with a comprehensive warranty" while also containing "sold as-is with no warranty" in the same paragraph — it can't be both. The website handles disclaimers in dedicated sections; the description just needs to sell the car.

Certified Pre-Owned — Know Your Program

These 3 lots CAN certify off-brand vehicles:

Nissan Certified Select — covers non-Nissan vehicles

Up to 10 years old, under 100K miles · 84-point inspection · 6-month / 6,000-mile powertrain warranty
A Ford, Chevy, or Toyota on a Nissan lot CAN be "Nissan Certified Select." This is a legitimate OEM program.

Ford Blue Advantage — Blue Certified — covers non-Ford vehicles

Up to 10 years old, under 150K miles · 139-point inspection · 90-day / 4,000-mile comprehensive warranty · 24/7 roadside
A Jeep, Nissan, or Ram on a Ford lot CAN be "Blue Certified." This is a legitimate OEM program.

Chevrolet CarBravo — covers non-GM vehicles NEW — JUNE 2026

Bravo tier: up to 10 yrs / under 100K mi · 126-point inspection · 12-mo / 12K-mi bumper-to-bumper (after remaining OEM warranty). Budget tier: 10–15 yrs / under 150K mi · 62-point inspection · 30-day / 1,000-mi powertrain.
GM replaced the old Chevy CPO program with CarBravo. A Ford, Honda, or Toyota on the Chevy lot CAN now be CarBravo certified.

These 3 are brand-locked — off-brand vehicles CANNOT be certified:

Toyota (TCUV), Honda (HondaTrue), Chrysler / Dodge / Jeep / Ram (Mopar CPO)

Toyota Certified is Toyota/Scion only (Gold & Silver tiers). HondaTrue is Honda only (Certified, Certified EV, Used). Mopar CPO is CDJR/Fiat only.
A non-brand vehicle on these lots can be sold used, but it CANNOT wear that store's certified badge. Don't let a description claim it.

Match the certification claim to the actual program

Only claim a certification tier the vehicle genuinely qualifies for, and make sure the vAuto certification status matches. A certified claim that the inspection/eligibility doesn't support is a misrepresentation flag.

Common Description Problems (Principle-Based)

The Problem	Why It Flags	The Fix
"As-is, no warranty" boilerplate alongside a "certified with comprehensive warranty" claim	Direct contradiction — the vehicle can't be both	Remove the as-is boilerplate from the description
A certification tier claimed that the vehicle doesn't qualify for	Certified-status misrepresentation	Match the claim to the actual OEM program and vAuto status
"Fully loaded" on a used vehicle	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.

All fee, pricing, warranty, and compliance disclosures are managed in the website's structured template sections.
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