

WEIGHTS AND MEASURES ACT (EXCERPT)
Act 283 of 1964

290.628e Sale of motor fuel at roadside retail location; advertising; use of proprietary fuel name.

Sec. 28e. (1) Beginning July 2, 2013, if motor fuel is sold at a roadside retail location, the roadside advertising must comply with all of the following:

(a) The price advertised must be clearly and completely posted in full, including any fractional prices, to the tenth of a cent.

(b) The price advertised must include the grade of fuel being sold, with the following abbreviations allowed:

- (i) Regular gasoline: "Regular", "Reg.", or "Reg,".
- (ii) Midgrade gasoline: "Midgrade", "Mid.", or "Mid,".
- (iii) Premium gasoline: "Premium", "Prem.", or "Prem,".
- (iv) Diesel fuel: "Diesel", "Dsl.", or "Dsl,".
- (v) Kerosene fuel: "Kerosene", "Ker.", or "Ker,".
- (vi) E85 fuel ethanol: "E85".

(c) All prices must be capable of being displayed at the pump, but only the unit price of the selected product must be displayed during the transaction. All indications on the pump display must calculate the correct total price of the purchase.

(d) If the advertised price of the motor fuel is subject to 1 or more conditions for sale at that price, the retailer shall post the conditions immediately adjacent to the sales price with equal illumination in lettering of the same style and of at least 1/2 the size that is used to post the sale price.

(e) If the unit price for the same grade of motor fuel differs, and the sign will not accommodate displaying all prices in lettering of the same style and size, the highest price must be displayed in lettering using the largest size of the prices that are displayed.

(2) Subsection (1)(b) does not preclude the owner or operator of a business selling motor fuel at a roadside retail location from using a proprietary fuel name.

History: Add. 2012, Act 254, Imd. Eff. July 2, 2012;—Am. 2012, Act 469, Eff. Mar. 28, 2013;—Am. 2022, Act 273, Eff. Mar. 29, 2023.