

TITLE 16. PROFESSIONAL AND VOCATIONAL REGULATIONS
DIVISION 33.
BUREAU OF AUTOMOTIVE REPAIR
DEPARTMENT OF CONSUMER AFFAIRS

NOTICE OF PROPOSED REGULATORY ACTION:

Business Information Updates for Automotive Repair Dealers

NOTICE IS HEREBY GIVEN that the Bureau of Automotive Repair (Bureau) is proposing to take the action described in the Informative Digest below, after considering all comments, objections, and recommendations regarding the proposed action.

PUBLIC HEARING

The Bureau has not scheduled a public hearing on this proposed action. However, the Bureau will hold a hearing if it receives a written request for a public hearing from any interested person, or his or her authorized representative, no later than 15 days prior to the close of the written comment period. A hearing may be requested by making such request in writing addressed to the individuals listed under “Contact Person” in this notice.

WRITTEN COMMENT PERIOD

Written comments relevant to the action proposed, including those sent by mail or e-mail to the addresses listed under “Contact Person” in this Notice, must be **received** by the Bureau at its office no later than **December 14, 2026**, or must be received by the Bureau at the hearing, should one be scheduled.

AUTHORITY AND REFERENCE

Pursuant to the authority vested by section(s) 9882, 9884.2, 9884.4, and 9884.19 of the Business and Professions Code (BPC), and to implement, interpret, or make specific BPC section(s) 27, 30, 31, 114.5, 115.4, 135.4, 141, 142, 152.5, 152.6, 480, 490, 9884, 9884.1, 9884.2, 9884.3, 9884.4, 9884.6, 9884.7, 9889.52, and 17505, the Bureau is considering amending section(s) 3351, 3351.2, and 3371.2 of title 16 of the California Code of Regulations (CCR).

INFORMATIVE DIGEST / POLICY STATEMENT OVERVIEW

Summary of Existing Laws and Effect of the Proposed Action

Existing law provides that the Bureau is the state agency charged with licensing automotive repair dealers (ARDs), Smog Check stations, STAR stations, Vehicle Safety Systems Inspection Stations, and their respective inspectors, repair technicians, and adjusters. Pursuant to Article 1 of Chapter 20.3 of Division 3 of the Business and Professions Code (commencing with section 9880), the Bureau regulates automotive repair and has the authority to adopt, amend, and repeal necessary rules and regulations.

The Bureau regulates approximately 35,000 ARDs in the State of California. The Bureau ensures persons operating as ARDs are registered with the Bureau and comply with laws and regulations established to protect consumers in repair transactions. The mission of both DCA and the Bureau—and therefore the main purpose of any regulatory proposal—is consumer protection, which includes ensuring “all Californians are informed, empowered, and protected.” (DCA, About Us [as of October 12, 2026].)

This regulatory proposal will amend sections 3351, 3351.2, and 3371.2 specific to business information reporting and advertising, as follows:

Section 3351:

Require ARDs, as part of their registration application, to:

- List a “doing business as” (DBA) name, if applicable.
- Provide a telephone number at their business’ physical address and a business email address, at which the Responsible Managing Employee (RME) can be reached during normal business hours.

Section 3351.2:

As a condition of ARD registration renewal, the registrant ARD shall ensure that all required application information is current and has been provided to the Bureau.

Section 3371.2:

- Require print, vehicle, and internet-based advertising to clearly display the business or DBA name, as well as the registration number and business telephone number. Also, allow this requirement to be satisfied by the internet-based advertising directing users to another internet-based advertising that has the required Business Name and Registration Number.

- Remove the requirement that advertising shall include a telephone number (the same number the ARD has registered with the Bureau).
- Clarify that internet-based advertising includes social media, email, and websites.

Anticipated Benefits of Proposal

The Bureau has determined that this regulatory proposal will have the following benefits to the health and welfare of California residents, worker safety, and the state's environment: by implementing these regulatory changes, the Bureau will make specific what information is required on the ARD registration application and for registration renewal, ensuring ARD contact information is current and submitted to the Bureau; expand advertising rules to require that print, vehicle, and internet-based ads display the official business/DBA name and telephone number at the business' physical address; and clarify that internet-based advertising includes social media, email, and websites. These changes promote transparency and consumer protection.

The regulations do not have an impact on the health of California residents, worker safety, or the state's environment because they solely update administrative requirements, specifically, business information reporting and advertising.

Evaluation of Consistency and Compatibility with Existing State Regulations

During the process of developing this regulatory proposal, the Bureau has conducted a search of any similar regulations on these topics and has concluded that these regulations are neither inconsistent nor incompatible with existing state regulations.

Incorporation by Reference

There are no forms or documents incorporated by reference.

DISCLOSURES REGARDING THIS PROPOSED ACTION

Fiscal Impact Estimates

Fiscal Impact on Public Agencies Including Costs or Savings to State Agencies or Costs/Savings in Federal Funding to the State:

There is no fiscal impact to the State in the form of federal funding or any cost or savings to any state agency. This proposal will require ARDs to provide accurate and up-to-date business contact information and that all advertising clearly displays the official business or DBA name and registration details for transparency and consumer protection. The Bureau does not anticipate additional workload or costs resulting from the proposed regulations.

The regulations do not result in costs or savings in federal funding to the state.

Nondiscretionary Costs/Savings to Local Agencies:

None.

Cost to any Local Agency or School District for which Government Code Sections 17500 - 17630 Require Reimbursement:

None.

Mandate Imposed on Local Agencies or School Districts:

None.

Significant Effect on Housing Costs

None.

Business Impact Estimates

The Bureau has made the initial determination that the proposed regulatory action would have no significant statewide adverse economic impact directly affecting business, including the ability of California businesses to compete with businesses in other states.

This initial determination is based on the fact that this proposal will require ARDs to provide accurate and up-to-date business information and that all advertising clearly displays the official business or DBA name and registration details for transparency and consumer protection.

Businesses are anticipated to comply with the regulations within normal business operations and without incurring additional costs.

Cost Impact on Representative Private Person or Business

The Bureau is not aware of any cost impacts that a representative private person or business would necessarily incur in reasonable compliance with the proposed action.

The amendments are intended to require ARDs to provide accurate and up-to-date business contact information and that all advertising clearly displays the official business or DBA name and registration details for transparency and consumer protection.

Businesses are anticipated to comply with the regulations within normal business operations and without incurring additional costs.

Results Of Economic Impact Assessment / Analysis

The Bureau has determined this regulatory proposal will have the following benefits to the welfare of California residents: by implementing these regulatory changes, the Bureau will ensure all ARD registrant information is provided to the Bureau and is up-to-date and that all advertising clearly displays the official business or DBA name and registration details for transparency and consumer protection.

Impact on Jobs / Businesses

The Bureau has determined that this regulatory proposal will not have any impact on the following:

- 1) the creation or elimination of jobs within the state,

- 2) the creation of new businesses or the elimination of existing businesses within the state, or,
- 3) the expansion of businesses currently doing business within the state.

Benefits of Regulation to the Health and Welfare of California Residents, Worker Safety, and the State's Environment

The Bureau has determined this regulatory proposal will have the following benefits to the welfare of California residents: by implementing these regulatory changes, the Bureau will make specific what information is required to be provided on the ARD registration application and for registration renewal, ensuring ARD contact information is current and submitted to the Bureau; expand advertising rules to require that print, vehicle, and internet-based ads display the official business/DBA name and telephone number at the business' physical address; and clarify that internet-based advertising includes social media, email, and websites. details for transparency and consumer protection. These changes promote transparency and consumer protection.

This regulatory proposal does not affect the health and welfare of California residents, worker safety, or the state's environment as this proposal is not related to any of those issues.

Business Reporting Requirements

The regulatory action does not require businesses to file a report with the Bureau; however, it does require that as a condition of registration renewal, all information required on the ARD application is provided to the Bureau and up-to-date.

Effect on Small Business

The Bureau has determined that the proposed regulations will not affect small businesses.

The amendments are intended to require ARDs to provide accurate and up-to-date business contact information to the Bureau and that all advertising clearly displays the official business or DBA name and registration details for transparency and consumer protection.

Small businesses are anticipated to comply with the regulations within normal business operations and without incurring additional costs.

CONSIDERATION OF ALTERNATIVES

In accordance with Government Code section 11346.5, subdivision (a)(13), the Bureau must determine that no reasonable alternative it considered to the regulation or that has otherwise been identified and brought to its attention would be more effective in carrying out the purpose for which the action is proposed; would be as effective and less burdensome to affected private persons than the proposal described in this Notice; or would be more cost-effective to affected private persons and equally effective in implementing the statutory policy or other provision of law.

Any interested person may submit comments to the Bureau in writing relevant to the above determinations at 10949 North Mather Boulevard, Rancho Cordova, California 95670 during the written comment period, or at the hearing if one is scheduled or requested.

AVAILABILITY OF STATEMENT OF REASONS AND RULEMAKING FILE

The Bureau has compiled a record for this regulatory action, which includes the Initial Statement of Reasons (ISOR), proposed regulatory text, and all the information on which this proposal is based. This material is contained in the rulemaking file and is available for public inspection upon request to the contact persons named in this notice.

TEXT OF PROPOSAL

Copies of the exact language of the proposed regulations, and any document incorporated by reference, and of the initial statement of reasons, and all of the information upon which the proposal is based, may be obtained upon request from the Bureau, at 10949 North Mather Boulevard, Rancho Cordova, California 95670.

AVAILABILITY OF CHANGED OR MODIFIED TEXT

After considering all timely and relevant comments, the Bureau, upon its own motion or at the request of any interested party, may thereafter adopt the proposals substantially as described below or may modify such proposals if such modifications are sufficiently related to the original text. With the exception of technical or grammatical changes, the full text of any modified proposal, with the modifications clearly indicated, will be available for review and written comment for 15 days prior to its adoption from the persons designated in this Notice as the Contact Persons and will be mailed to those persons who submit written comments or oral testimony related to this proposal or who have requested notification of any changes to the proposal.

AVAILABILITY AND LOCATION OF THE FINAL STATEMENT OF REASONS AND RULEMAKING FILE

All the information upon which the proposed regulations are based is contained in the rulemaking file which is available for public inspection by contacting the person named below.

You may obtain a copy of the Final Statement of Reasons once it has been prepared by making a written request to the Contact Persons named below or by accessing the website listed below.

CONTACT PERSONS

Inquiries or comments concerning the proposed rulemaking action may be addressed to:

Name: Holly Helsing
Address: Bureau of Automotive Repair
10949 North Mather Boulevard, Rancho Cordova, CA 95670
Telephone No.: (916) 403-8600
E-Mail Address: Holly.Helsing@dca.ca.gov

The backup contact person is:

Name: Tessa Miller
Address: Bureau of Automotive Repair
10949 North Mather Boulevard, Rancho Cordova, CA 95670
Telephone No.: (916) 403-8600
E-Mail Address: Tessa.Miller@dca.ca.gov

AVAILABILITY OF DOCUMENTS ON THE INTERNET

Copies of the Notice of Proposed Action, the Initial Statement of Reasons, and the text of the regulations with modifications noted, as well as the Final Statement of Reasons when completed, and modified text, if any, can be accessed through the Bureau's website at <https://bar.ca.gov/regulatory-actions>.