The Motor Vehicle Commission licenses and regulates motor vehicle dealers, salespersons, manufacturers, distributors, factory branches, component manufacturers and representatives. The agency operates exclusively from the license fees it receives from these licensees. The Commission handles consumer complaints relating to the sale of motor vehicles and provides a forum for disputes between franchised motor vehicle dealers and the manufacturers from whom the dealers hold a franchise agreement. Through its direct oversight and inspection of dealerships, and often in conjunction with consumer or other business complaints, the Commission assists the Transportation Cabinet and County Clerks in enforcing compliance with Kentucky’s vehicle registration and tax laws, thus contributing to the revenue collected in association with vehicle transfer and registration. Through its oversight of licensees and its overall review of vehicle sales activities in the Commonwealth, the Commission often assists local law enforcement, Kentucky State Police, Federal Bureau of Investigations, Internal Revenue Service, and Homeland Security with regard to criminal investigations involving motor vehicle transactions such as vehicle and parts thefts, tax evasion, and the elimination of activities which allow individuals to drive vehicles without necessary license and insurance. Through participating local law enforcement and the judicial system, the Commission enforces the dealer license requirement on those attempting to sell motor vehicles without a dealer’s license.

* Licensing motor vehicle dealers, salespersons, manufacturers, distributors, and their representatives pursuant to KRS Chapter 190.
* Providing consumer protection for over 1,000 consumers each year by investigating consumer complaints against dealerships in regards to purchasing a vehicle and dealer failing to transfer to the customer.  Customer trading in a vehicle and dealer failing to take it out of their name.
* Consumer protection involving dealers who fail to comply with the laws governing motor vehicle sales and fraudulent media advertising.
* Protects Kentucky licensed dealers from out-of-state dealer advertising in print, radio and television advertising which is false and misleading to lure sales from within the Kentucky Market Area.
* Protect franchised dealers from out-of-state and in-state manufacturer’s conducting direct sales activities to customers by passing franchisees and undercutting the sales activity process of franchises.
* Monitor internet for fraudulent activity of people selling without a license, out-of-state entities selling to Kentucky residents without being appropriately licensed.
* Monitor dealer plate and temporary tag abuse.