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Auto Dealers, Beware: State AGs Are Trying to Chase You Down

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Brooke K. Conkle

Brooke Conkle, a partner in Troutman Pepper Locke's Consumer Financial Services Practice Group, was quoted in the April 17, 2025 *Corporate Counsel* article, "Auto Dealers, Beware: State AGs Are Trying to Chase You Down ."

"What we always see is the states rise to fill that vacuum. Where the feds sort of dip down, the states rise up," Troutman Pepper Locke partner Brooke Conkle said in the firm's recent "Moving the Metal" podcast on the future of auto dealership compliance.

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Conkle noted that while compliance with federal rules is difficult enough, at least dealers have a nationwide standard, of sorts.

But, she added, "When you have sort of a patchwork of compliance obligations between different states, that can make it really tough to do business on a nationwide level."

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