

BEFORE THE ARKANSAS MOTOR VEHICLE COMMISSION

**IN THE MATTER OF:
SUPERIOR FORD**

Case No. NF#25-163

AMENDED CONSENT AGREEMENT

A complaint alleging that Superior Ford (hereinafter referred to as "the Respondent") violated the rules adopted by the Arkansas Motor Vehicle Commission (hereinafter referred to as "Commission Rules") has been received by the Arkansas Motor Vehicle Commission (hereinafter referred to as "Commission"). In lieu of a formal hearing on these issues, and in the interest of prompt and quick settlement of the above-captioned matter, consistent with the public interest, statutory requirements, and the responsibilities of the Commission, the undersigned parties enter into this Consent Agreement as a final disposition of this matter.

Respondent and the Commission agree to the following:

1. Respondent, having read the proposed Consent Agreement, acknowledges the right to consult with counsel, and enters into this Consent Agreement individually and without any reliance upon any representations by the Commission or any officer, employee, agent or other representative thereof, other than expressly set forth herein.
2. Respondent hereby waives any further procedural steps including, without limitation, the right to a hearing and all rights to seek judicial review or to otherwise challenge or contest the validity of this Consent Agreement.
3. Respondent agrees that the Commission will review and determine whether to approve this Consent Agreement. Furthermore, Respondent agrees that should this Consent Agreement not be approved by the Commission, the presentation and

consideration of this Consent Agreement by the Commission shall not unfairly or illegally prejudice the Commission or any of its members from further participation, consideration or resolution of the matters involved herein at any subsequent hearing.

4. Respondent understands and agrees that approval and entry of this Consent Agreement shall not preclude additional proceedings by the Commission for acts or omissions not specifically addressed herein.

5. Respondent understands and acknowledges that this Consent Agreement and the Commission records concerning this matter are public records and available to the public pursuant to the Freedom of Information Act, Ark. Code Ann. § 25-19-101, *et seq.*

6. This agreement shall not become a valid and enforceable order of the Commission unless and until accepted and approved by the Commission at an official meeting and executed by the Chairman of the Commission or her designee

FINDINGS OF FACT

- F1. At all times relevant to the complaint, Respondent has been licensed by the Commission as a new motor vehicle dealer with its licensed location in Siloam Springs, Arkansas.
- F2. On or about September 22, 2025, and September 23, 2025, Respondent displayed a new motor vehicle at the Chief of Police Conference held at the Hot Springs Convention Center in Hot Springs, Arkansas.
- F3. Respondent did not receive the Commission's approval to display a new motor vehicle at a location other than Respondent's licensed location.
- F4. The Hot Springs Convention Center is outside of Respondent's relevant market area.

CONCLUSION OF LAW

- C1. Respondent's actions, as set forth in Finding of Fact F2, F3 and F4 above, constitute a violation of Commission Rule 7 (7), which allows dealers to display new motor vehicles at off-premise locations when, among other things, prior approval for the off-premise display has been granted by the Commission and the off-premise display is within the dealer's relevant market area.

ORDER

- O1. Respondent shall pay a civil penalty of \$100.00 within fifteen (15) days of the Commission's approval of this Consent Order.

The Commission shall retain jurisdiction of this matter for purposes of implementing and enforcing this Consent Order, and Respondent's failure to comply with any term or condition of this Consent Order shall constitute grounds to impose disciplinary action pursuant to the Arkansas Motor Vehicle Commission Act.

IT IS SO ORDERED AND AGREED on this 26 day of August, 2026.



Joy Blankenship, Chair
Arkansas Motor Vehicle Commission

Agreed to by:


Respondent, Superior Ford

6/30/26
Date

Respondent's Attorney, if applicable

Date