

# Minimum Display Pricing

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## MDP: What is the MDP rule? What will be the Minimum Display Price?

For this program, Minimum Display Price (MDP) is currently Cost + 15% .

## Can dealerships offer discounts at checkout to reduce the MDP pricing?

Minimum Display Price applies to the advertised price. Dealerships control and set the final transaction price. Dealerships will have the ability to apply discounts during checkout and offer other online discounting alternatives.

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