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Albany, New York

February 6, 2019

TO: All Enforcement Agencies and Magistrates

SUBJECT: Lighted/Illuminated Signs and Identification Requirements on
Transportation Network Company (ridesharing) Vehicles

This memo is to clarify whether lights are permitted on Transportation Network Company (TNC) vehicles, such as Uber and Lyft, and to address any confusion caused by a recently circulated Department of Motor Vehicles memorandum dated January 7, 2019 regarding TNC vehicle identification requirements.

Vehicle and Traffic Law (VTL) Section 1696(5) requires the Department to ensure by regulation that each TNC vehicle is easily identifiable. Commissioner's Regulation 15 NYCRR §80.5 states:

- (a) A TNC driver shall display a consistent and distinctive trade dress consisting of a removable logo, insignia, or emblem at all times the driver is providing TNC services. The trade dress shall be:
 - (1) sufficiently large and color contrasted so as to be readable during daylight hours at a distance of at least 50 feet;
 - (2) reflective, illuminated, or otherwise patently visible in darkness; and
 - (3) of such a size so as not to obstruct the driver's view.
- (b) The trade dress must be displayed on the inside of the vehicle's front windshield, in the lower right corner.

- (c) The trade dress must adhere to the windshield so that it can be removed from the windshield when the vehicle is not logged into the transportation company digital network.

Pursuant to this regulation, it is the Department's position that TNC vehicles providing TNC services that display logos with steady, non-flashing white or colored illumination consistent with the above regulation should not be considered in violation of, or in conflict with, VTL Section 375(41) (requirements for colored and flashing vehicle lights), 15 NYCRR Part 44 (requirements for colored vehicle lights), and/or 15 NYCRR Part 174 [display of windshield stickers].

Please share this information with appropriate staff. Thank you.

Mark J. F. Schroeder
Acting Commissioner