



# California Judge And DMV Rule Tesla Is Misleading

## MRF Continues To Monitor Tesla Autopilot Concerns

Recent developments in California have once again thrust Tesla's Autopilot and Full Self-Driving (FSD) branding into the national spotlight. A California administrative judge and the California Department of Motor Vehicles (DMV) have ruled that Tesla's use of terms like "Autopilot" and "Full Self-Driving" is misleading, finding that they overstate the capabilities of the technology and violate state consumer protection laws. Regulators have given Tesla a defined window to revise or clarify its marketing language or face a potential 30-day suspension of its ability to sell vehicles in the state.

The Motorcycle Riders Foundation (MRF) has for some time warned that misleading terminology and inconsistent consumer understanding of semi-automated vehicle systems pose real safety risks, particularly for motorcyclists. While these technologies are often described using language that suggests full autonomy, the reality is far more limited. Recent developments in California underscore that this disconnect between perception and capability is not hypothetical; it has real consequences on public roads.

From the MRF's perspective, this is not about opposing technology or innovation. Instead, it is about accountability, transparency, and ensuring that drivers remain engaged and attentive. Motorcyclist safety relies, in part, on the awareness and judgment of surrounding motorists. Any system that encourages complacency or overreliance on automation increases risk for riders.

We believe it is vital that consumers and motorists fully understand the capabilities and limitations of the vehicles they operate. Clear communication, accurate marketing, and strong oversight are essential to ensure that emerging vehicle technologies enhance safety rather than undermine it.

The MRF will continue to monitor regulatory actions, court decisions, and industry practices related to automated and semi-automated driving systems. As these technologies evolve, so too must the policies that govern them, always with the goal of protecting all road users.

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### **About Motorcycle Riders Foundation**

The Motorcycle Riders Foundation (MRF) provides leadership at the federal level for states' motorcyclists' rights organizations as well as motorcycle clubs and individual riders. The MRF is chiefly concerned with issues at the national and international levels that impact the freedom and safety of American street motorcyclists. The MRF is committed to being a national advocate for the advancement of motorcycling and its associated lifestyle and works in conjunction with its partners to help educate elected officials and policymakers in Washington and beyond.

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