

**Internal Revenue Service, Treasury**

**§ 48.4216(e)-3**

Computation as of close of first calendar quarter

3. Difference .....	\$100,000
4. Over-all 5 percent limitation (5 percent of item 3) .....	\$5,000
5. Amount excluded in computing taxable price .....	3,000
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6. Unused portion of limitation .....	\$2,000
7. Allocation, pursuant to agreement, or \$5,500 paid to distributors:	
Charges for local advertising .....	\$3,000
Contributions by manufacturer .....	2,500

Readjustment may be claimed in respect of that portion of the total amount repaid to the distributors which is allocated to the manufacturer's contribution (\$2,500) to the extent that such portion does not exceed the unused portion of the over-all 5 percent limitation (\$2,000). Accordingly, as of the close of the first calendar quarter the manufacturer may claim credit or refund in respect of a readjustment or price in the amount of \$2,000.

Computation as of close of second calendar quarter

1. Amount which would constitute total taxable price (computed at time of sale) if not part of any charge for local advertising were excludable in computing taxable price \$103,000+\$154,000) .....	\$257,000
2. Amounts billed as separate charges for local advertising (\$3,000+\$4,000) .....	7,000
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3. Difference .....	\$250,000
4. Over-all 5 percent limitation (5 percent of item 3) .....	\$12,500
5. Amount excluded in computing taxable price (\$3,000+\$4,000) plus readjustment claimed at end of first calendar quarter (\$2,000) .....	9,000
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6. Unused portion of limitation .....	\$3,500
7. Allocation, pursuant to agreement, of \$6,500 (\$5,500+\$1,000) paid to distributors:	
Charges for local advertising .....	\$3,500
Contributions by manufacturer .....	3,000

Although the total reimbursements for local advertising expenses attributable to contributions by the manufacturer (\$3,000) does not exceed the unused portion of the over-all 5 percent limitation (\$3,500), the manufacturer having taken, at the close of the first calendar quarter, a price readjustment in the amount of \$2,000 in respect of his contributions is entitled at the close of the second calendar quarter to claim credit or refund in respect of a price readjustment in the amount of \$1,000 (\$3,000 - \$2,000).

*Example (2).* During the first calendar quarter of 1961, a manufacturer sold articles taxable under section 4111 to his distributors at a total charge of \$106,000, exclusive of the tax, transportation charges, delivery charges, or other charges which are excludable, pursuant to section 4216(a), in computing taxable price. This total charge of \$106,000 was billed as follows:

Articles taxable under section 4111 .....	\$100,000
Local advertising charges .....	6,000
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Total charge .....	\$106,000

Assume further that the manufacturer contributes to the advertising plan and that the

manufacturer pays \$3,000 during the first calendar quarter of 1961 to his distributors in reimbursement of expenses incurred by them for local advertising of the articles purchased from the manufacturer.

Computation as of close of first calendar quarter

1. Amount which would constitute total taxable price (computed at time of sale) if not part of any charge for local advertising were excludable in computing taxable price .....	\$106,000
2. Amounts billed as separate charges for local advertising .....	6,000
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3. Difference .....	\$100,000
4. Over-all 5 percent limitation (5 percent of item 3) .....	\$5,000
5. Amount excluded in computing taxable price (see paragraph (c) of § 48.4216(e)-1) .....	5,000
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6. Unused portion of limitation .....	\$0
7. Allocation, pursuant to agreement, of \$3,000 paid to distributors:	
Charges for local advertising .....	\$2,000
Contributions by manufacturer .....	1,000

Credit or refund may not be claimed in respect of that portion of the total amount repaid to the distributors (\$3,000) which is allocated to the manufacturer's contribution (\$1,000) since the amount excluded in computing taxable price is equal to the over-all 5 percent limitation.

[T.D. 6635, 28 FR 1203, Feb. 7, 1963. Redesignated and amended by T.D. 7536, 43 FR 13520, Mar. 31, 1978]

**§ 48.4216(e)-3 No exclusion or readjustment for other advertising charges or reimbursements.**

(a) *Exclusions from price.* No exclusion in computing the taxable price of any article sold by the manufacturer may be allowed in respect of any charge for advertising if, and to the extent that, such charge:

(1) Is for advertising which does not qualify as local advertising within the meaning of section 4216(e)(4) and paragraphs (a) and (b) of § 48.4216(e)-1, or

(2) Does not satisfy all of the conditions and limitations stated in section 4216(e)(1) and paragraph (c) of § 48.4216(e)-1.

(b) *Readjustments of price.* No credit or refund under section 6416(b)(1) may be allowed in respect of any amount which was included in the taxable price of an article sold by the manufacturer and which was later paid by him to his vendee in reimbursement of costs incurred for advertising, if, and to the extent that, the amount so paid:

## § 48.4216(f)-1

(1) Is for advertising which does not qualify as local advertising within the meaning of section 4216(e)(4) and paragraph (b) of § 48.4216(e)-1, or

(2) Is not within the limitation provided in section 4216(e)(2), as computed in accordance with § 48.4216(e)-2, as of the close of the calendar quarter in which the amount is so paid over or as of the close of any subsequent calendar quarter in the same calendar year. See, however, paragraph (c)(2)(ii) of § 48.6416(b)-1, relating to redetermination of price readjustments in cases where local advertising charges excluded from taxable price in one calendar year become taxable as of May 1 of the following calendar year.

[T.D. 6686, 28 FR 11411, Oct. 24, 1963. Redesignated and amended by T.D. 7536, 43 FR 13521, Mar. 31, 1978]

## § 48.4216(f)-1 Value of used components excluded from price of certain trucks.

For purposes of the tax imposed by section 4061(a)(1) (relating to trucks, buses, etc.), in determining the price for which an article is sold, the value of any previously used component of such article shall be excluded from the price if the person furnishing the component is the first user of the finished article. For example, where a manufacturer builds a truck for a customer who intends to use, rather than resell the truck, incorporating used parts furnished by the customer, the value of the previously used parts shall not be included in the price for which the truck is considered sold by the manufacturer.

[T.D. 7536, 43 FR 13521, Mar. 31, 1978]

## § 48.4217-1 Lease considered as sale.

For purposes of Chapter 32 of the Code, the lease of an article by a manufacturer, producer, or importer shall be considered a sale of the article. The term "lease" means a contract or agreement, written or verbal, which gives the lessee an exclusive, continuous right to the possession or use of a particular article for a period of time. The term includes any renewal or extension of a lease or any subsequent lease of the article. However, in the case of the lease of an automobile the sale of which by the manufacturer

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would be taxable under section 4064, the term includes only the first lease (excluding any renewal or extension of the lease) of such automobile by the manufacturer.

[T.D. 7536, 43 FR 13521, Mar. 31, 1978, as amended by T.D. 8036, 50 FR 29963, July 23, 1985]

## § 48.4217-2 Limitation on amount of tax applicable to certain leases.

(a) *Conditions for eligibility.* Section 4217(b) provides for a limitation on the amount of tax that shall apply to the lease, any renewal, or further lease, of an article which, if sold, would be subject to tax on the basis of sale price. Such limitation on the amount of the tax applies with respect to the lease of an article only if, at the time of making the lease, the lessor is engaged in the business of selling in arm's length transactions the same type and model of article. In case of a lease to which section 4217(b) does not apply, tax shall be computed and paid as provided in section 4216(c) and paragraph (a) of § 48.4216(c)-1.

(b) *Lessor engaged in business of selling.* The lessor will be regarded as being engaged in the business of selling in arm's length transactions the same type and model of an article as the one being leased if it periodically and recurringly makes bona fide offers for sale of such articles in the regular course of operation of its business, which offers if accepted would constitute sales at arm's length. Whether the offers are bona fide shall be determined on the basis of the facts in each case, such as sales actually made, the nature of the advertising, sales literature, and other means used to effectuate sales. It is not necessary that the offers for sale be made to the same class of purchasers as those to whom the article is being leased.

(c) *Same type and model of article.* To qualify as the "same type and model of article", the article offered for sale must be an unused article essentially the same in size, design, and function as the article being leased. For example, a van-type truck trailer would not be the same type and model as a stakebody of flat-bed truck trailer. Neither would a 25-foot van-type trailer be the same type and model as a 35-foot van-