

NAVY REGION MID-ATLANTIC PUBLIC AFFAIRS OFFICE

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FOR IMMEDIATE RELEASE

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Norfolk business placed off-limits to all service members

NORFOLK, Va. – Commander, Navy Region Mid-Atlantic added Icon Motor Sports (aka Icon Moto Sports), located at 2400 E. Indian River Road, Norfolk, Va., to the off-limits list for all Hampton Roads service members. The move to place them on the off-limits list is due to recent reports of four separate unethical business practices against sailors and unauthorized solicitation at Naval Station Norfolk.

The owner of the dealership was indefinitely administratively barred from Naval Station Norfolk and all Navy Region Mid-Atlantic installations Aug. 18 after the Armed Forces Disciplinary Control Board (AFDCB) became aware that the dealership was partaking in unethical business practices. These practices include misrepresenting as a “free” driver safety course, rather than an auto dealership; coercing service members with no driver’s license to buy a car; refusing to refund thousands of dollars in deposits after selling defective cars; making false promises to resale a used car, causing service members to end up paying on two used cars; and the appearance of bird-dogging onboard the naval base.

Bird-dogging occurs when someone refers a prospective customer to a particular dealership or salesperson for a given fee or compensation. Only salespersons licensed to a dealership can assist customers with the purchase of a vehicle.

Icon Motor Sports’ unethical business practices unfairly targets junior service members and takes advantage of their limited financial understanding or ability to walk away from a negotiation.

The current off-limits list includes the following locations:

- Icon Motor Sports, 2400 Indian River Rd., Norfolk
- 7 City’s Custom & Design, 1062 37th St., Norfolk
- 7 City’s Custom & Design, 117 E. Princess Anne Rd., Norfolk
- Autoworks, 6100 Tidewater Drive, Norfolk
- D Motors, 881 E. Little Creek Rd., Norfolk

- Best Price Auto Sales AKA US Auto Excellence, 3336 Holland Rd, Virginia Beach
- Mellow Smoke Tobacco Shop, 201 E. Berkely Ave., Ste. C, Norfolk
- Outer Edge Gifts, 760-B J. Clyde Morris Blvd., Newport News
- Prime Auto AKA Skyline Auto, 4114 E. Indian River Rd, Chesapeake
- The Vault, 389 W. 21st St., Norfolk
- The Vault, 15435-B Warwick Blvd., Newport News
- The Vault, 731 J. Clyde Morris Blvd., Newport News
- TKYU Bar, 1910 Atlantic Ave, Virginia Beach

These establishments will remain off-limits until the next scheduled meeting of the AFDCB, at which time the board will reconsider the status of each business on the list.

The AFDCB works closely with businesses that are being considered for the off-limits list to avoid these actions. Mitigation efforts demonstrated by area businesses, and communication to the board by the businesses, often have favorable results.

Establishments are given an opportunity to notify the AFDCB in writing that corrective actions have occurred. Removal from the list will be considered by the board upon presentation that satisfactory corrective actions have been taken. Failure to respond will result in the board making a request for establishment representatives to appear in person at a formal hearing of the AFDCB.

The safety and security of all service members is a priority for the Department of Defense. The AFDCB is an investigative committee composed of members from each military service in the Hampton Roads area, as well and civilian advisers, who work with local law enforcement agencies and local businesses to identify conditions which may adversely affect the health, safety, welfare, and discipline of the armed forces.

For up to date information regarding off-limits establishments, visit <https://cnrma.cnic.navy.mil/> and click on “Off-Limits List” under “News.” To report unethical business practices, visit <https://cnrma.cnic.navy.mil/> and click Armed Forces Disciplinary Control Board complaint form under “Popular Links”