



Civil Rights Department

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After Alleged Anti-Native Incident, Folsom Hyundai to Update Policies and Train Staff on State Civil Rights Protections

Settlement requires wide range of corrective actions, including a visit to the Shingle Springs Band of Miwok Indians Museum

SACRAMENTO – The California Civil Rights Department (CRD) today announced reaching a settlement with the Folsom Lake Hyundai and a former employee following allegations that a customer was allegedly denied full and equal services based on their Native American ancestry. As part of the settlement, the dealership will take a wide range of corrective actions, including a visit to the Shingle Springs Band of Miwok Indians Museum, updating its policies for handling customer complaints, and training staff on their obligations under state civil rights laws.

“Whether it’s at a local business or an apartment complex, people can experience hate and discrimination in nearly every part of their lives,” said **CRD Director Kevin Kish**. “We also know that Native American communities in particular experience elevated rates of hate and discrimination. In fact, a [recent survey](#) showed that roughly 1 in 8 Native Americans in our state had experienced hate in the past year. California has strong civil rights laws in place to make sure everyone in our state is protected. This settlement shows what can be done when people speak out.”

No Action Taken After Alleged Incident

In 2024, CRD received a complaint against the Folsom Lake Hyundai from a customer who alleged they were subjected to derogatory anti-Native remarks and that the dealership did nothing about it when made aware of the incident. According to the complaint, a former employee at the dealership left a voicemail for the customer and, believing they had hung up the call, commented that the customer could pay the dealership “in skins and feathers.” Despite the customer’s complaints to various members of management about the discriminatory conduct, the dealership allegedly repeatedly ignored the customer’s concerns. As a result, the customer claimed they were effectively denied full and equal access to the dealership’s services.

California Law Protects Customers

Under the Unruh Civil Rights Act, businesses in California are prohibited from discriminating against people because of protected characteristics, such as disability, ancestry, gender identity, race, and sexual orientation. This means businesses cannot treat someone worse based on who they are,

including by providing inferior services or charging a higher price. California’s civil rights protections apply to all businesses open to the public, including stores, restaurants, hotels, hospitals, banks, gyms, and other establishments. Anyone who believes their rights under the Unruh Civil Rights Act have been violated may file a complaint with CRD.

Settlement Addresses Alleged Inaction

After conducting an initial investigation, CRD provided the involved parties an opportunity to voluntarily resolve the allegations through mediation. As a result of the settlement, Folsom Lake Hyundai and former employee, without admitting liability, will take separate corrective actions, including:

- Updating their policies for handling discrimination or harassment complaints made by members of the public, including by identifying a specific point of contact for addressing complaints.
- Putting in place an employee code of conduct that explicitly states employees are expected to use respectful language and provide equal services to all customers.
- Having all employees, including the former employee, who interact with the public complete training on addressing harassment and discrimination in the workplace.
- Visiting the Shingle Springs Band of Miwok Indians Museum to learn more about and better understand the experiences of Native Americans.
- Compensating the individual complainant.

If you or someone you know has experienced discrimination at a business, CRD may be able to assist you through its [complaint process](#). The department also [provides general information and factsheets online](#) about civil rights protections, including on [rights at California businesses](#). CRD also runs a [statewide pilot program called “Welcome In”](#) that any California business can apply to participate in to help cultivate safe and inclusive environments.

The settlement announced today was secured by Associate Chief Counsel Alexis Alvarez and Assistant Chief Counsel Novella Coleman. It was mediated by Senior Attorney Mediator Cynthia S. Sandoval. It was investigated by Michael Coleman with CRD’s Enforcement Division.

You can learn more by [reading a copy of the settlement](#).

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The California Civil Rights Department (CRD) is the state agency charged with enforcing California’s civil rights laws. CRD’s mission is to protect the people of California from unlawful discrimination in employment, housing, public accommodations, and state-funded programs and activities, and from hate violence and human trafficking. For more information, visit calcivilrights.ca.gov.

