

Analysis of Proposed Consent Order to Aid Public Comment
In the Matter of Luis Alfonso Sierra d/b/a/ Casino Auto Sales, File No. 132 3107

The Federal Trade Commission (“FTC”) has accepted, subject to final approval, an agreement containing a consent order from Luis Alfonso Sierra d/b/a/ Casino Auto Sales. The proposed consent order has been placed on the public record for thirty (30) days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After thirty (30) days, the FTC will again review the agreement and the comments received, and will decide whether it should withdraw from the agreement and take appropriate action or make final the agreement’s proposed order.

The respondent operates a motor vehicle dealership. According to the FTC complaint, the respondent has advertised cars for sale. The complaint alleges that the respondent’s advertisements feature photographs of numerous cars, with a price prominently displayed below each car, and that the respondent has advertised that each car is available for purchase at the price that is prominently displayed below the car. The complaint alleges that, in fact, the featured cars are not available for purchase at the prices that are displayed below each car, and that, instead, the purchase price of each car is actually \$5,000 more than the advertised price.

The proposed order is designed to prevent the respondent from engaging in similar deceptive practices