

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

COMMISSIONERS:

Edith Ramirez, Chairwoman

Julie Brill

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The Federal Trade Commission, having reason to believe that Luis Alfonso Sierra (“respondent”), an individual trading and doing business as Casino Auto Sales, has violated provisions of the Federal Trade Commission Act (“FTC Act”), and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Luis Alfonso Sierra is an individual trading and doing business as Casino Auto Sales with his principal office or place of business at 13025 Valley Boulevard, La Puente, California 91746. Individually, or in concert with others, he formulates, directs, controls, or participates in the policies, acts, or practices alleged in this complaint. Respondent offers automobiles for sale to consumers.
2. The acts or practices of respondent alleged in this complaint have been in or affecting

is prominently displayed immediately below each automobile. For example, Exhibit A features a 2008 Chevy Tahoe LS as follows:

6. Respondent's advertisements include statements related to the prices of the featured vehicles in small print at the bottom of the advertisements. For example, Exhibit A contains the following statements:

*Prices after \$5,000 down + Tax, Lic & Doc fees, on approved credit.

* * *

Precios despues de \$5,000 de pago inicial + Tax, Lic. & Doc. En crédito aprobado.

(This statement translated into English means
"Prices after \$5,000 down + Tax, Lic. & Doc. In

THEREFORE, the Federal Trade Commission, this ____ day of _____, 2014, has issued this complaint against respondent.

By the Commission.

Donald S. Clark
Secretary