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**UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION**

**COMMISSIONERS:**      **Jon Leibowitz, Chairman**  
                                 **J. Thomas Rosch**  
                                 **Edith Ramirez**  
                                 **Julie Brill**  
                                 **Maureen K. Ohlhausen**

**In the Matter of**

**RAMEY MOTORS, INC.,  
a corporation.**

**DOCKET NO. C-4354**

**COMPLAINT**

The Federal Trade Commission, having rea

b. “Even if you’re upside down, Ramey will pay off your trade.” (Exhibit B (DVD containing 7/14/11 capture of YouTube advertisement “2010 Ramey Chrysler Jeep Dodge Pay Off Trade Event Princeton WV” at 0:19-0:23)).

c. “Ramey will pay off your trade no matter what you owe.” (Exhibit C (DVD containing 7/14/11 capture of YouTube advertisement “2010 Ramey Chevrolet Pay Off Trade Event Princeton WV” at 0:07-0:11)).

The advertisements are accompanied by small, typically illegible text. In one of the advertisements, the text appears to state that the negative equity will be included in any new loan. In at least one of the advertisements, the text is completely illegible. To the extent there are any disclosures, they appear in small, illegible print for a short period of time.

5. Respondent also has disseminated or has caused to be disseminated advertisements promoting credit sales and other extensions of closed-end credit in consumer credit transactions, as the terms “advertisement,” “closed-end credit,” “credit sale,” and “consumer credit” are defined in Section 226.2 of Regulation Z, 12 C.F.R. § 226.2, as amended, on the website YouTube.com, copies of which is attached as Exhibits B and D. These advertisements include the following statements:

- a. “New 2010 Dodge Caliber . . . \$249 per mo” (Ex

amount of that loan. Instead, Respondent includes the amount of the negative equity in the loan for the newly purchased vehicle.

8. Therefore, the representation set forth in Paragraph 6 of this Complaint was, and is, false or misleading in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

#### **VIOLATIONS OF THE TRUTH IN LENDING ACT AND REGULATION Z**

9. Under Section 144 of the TILA and Section 226.24(d) of Regulation Z, advertisements promoting closed-end credit in consumer credit transactions are required to make certain disclosures if they state any of several terms, such as the monthly payment (“TILA triggering terms”). In addition, the rate of the finance charge must be stated as an “annual percentage rate” using that term or the abbreviation “APR.” 15 U.S.C. § 1664; 12 C.F.R. § 226.24(c).
10. Respondent’s advertisements promoting closed-end credit, including but not necessarily limited to those described i

