

***Analysis of Proposed Consent Order to Aid Public Comment  
In the Matter of Ramey Motors, Inc. File No. 112-3207.***

The Federal Trade Commission (“FTC”) has accepted, subject to final approval, an agreement containing a consent order from Ramey Motors, Inc. 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 is a motor vehicle dealer. The matter involves its advertising of the purchase and financing of its motor vehicles. According to the FTC complaint, respondent has represented that when a consumer trades in a used vehicle in order to purchase another vehicle, respondent will pay oT (e)Tj5.2800 0.0000 TD(g)Tj5.8800 0.0000 TD(a)Tj5.2800 0.0000 TD(t)Tj3.3600 0.0000

The purpose of this analysis is to aid public comment on the proposed order. It is not intended to constitute an official interpretation of the complaint or proposed order, or to modify in any way the proposed order's terms.