

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

COMMISSIONERS: Edith Ramirez, Chairwoman
Julie Brill
Maureen K. Ohlhausen
Joshua D. Wright

_____)
In the Matter of)
)
GANLEY FORD WEST , Inc.,)
a corporation)
_____)

DOCKET NO. C-4428

A. NEW 2013 FORD
F-150
\$12,000
OFF MSRP

(Exhibit A).

B. NEW 2012 FORD
F-150
\$10,000 OFF
MSRP

(Exhibit B).

5. In fact, in numerous instances when consumers have tried to obtain advertised discounts, they have learned that the discounts are only available for a particular version of the vehicle, often one of the more expensive versions. For example, in many instances when the promotion in Exhibit A was offered, the only 2013 Ford F-150 available for \$12,000 off the MSRP was the Ford F-150 Lariat, with an MSRP of \$47,000. In those instances, the discount was not available on any other versions of the F-150, including the base model, which has an MSRP of \$23,670.

VIOLATIONS OF THE FEDERAL TRADE COMMISSION ACT

6. Through the means described in Paragraph 4, including but not necessarily limited to Exhibits A and B, respondent has represented expressly or by implication that particular Ford models are available at a specific dealer discount.
7. Respondent has failed to disclose that these specific dealer discounts are only available