

UNITED STATES OF AMERICA

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. & Doc. En crédito aprobado.

9. In truth and in fact, vehicles are not available for purchase at the prices prominently advertised. Consumers must pay additional \$5,000 to purchase the advertised vehicles. Therefore, respondent's representation as alleged in Paragraph 8 was, and is, false and misleading.
10. Respondent's practices constitute deceptive or unfair practices in or affecting commerce in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

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

By the Commission.

Donald S. Clark  
Secretary