

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

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

In the Matter of

**LUIS ALFONSO SIERRA,
also d/b/a CASINO AUTO SALES**

DOCKET NO. C-4434

DECISION AND ORDER

The Federal Trade Commission having initiated an investigation of certain acts and practices of respondent named in the caption hereof, and respondent having been furnished thereafter with a copy of a draft complaint which the Western Region-Los Angeles proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge respondent with violation of the Federal Trade Commission Act (“FTC Act”); and

Respondent, respondent’s attorney, and counsel for the Commission having thereafter executed an agreement containing a consent order (“consent agreement”), which includes: a statement by respondent that it neither admits nor denies any of the allegations in the draft
required by the Commission’s Rules; and

The Commission having thereafter concluded that respondent had reason to believe that respondent has violated the Commission’s Rules, and having stated its charges in that respect, and having taken appropriate action and placed such consent agreement on the public docket for the receipt and consideration of public comments, and in accordance with the prescribed in Section 2.34 of its Rules, the Commission hereby enters the following jurisdictional findings, and enters the

1. Respondent, Luis Alfonso Sierra, is an individual who operates Casino Auto Sales with his principal place of business in Los Angeles, California 91746.
2. The Federal Trade Commission has jurisdiction over the conduct of and of the respondent, and the proceedings

ORDER
DEFINITIONS

- d. Motor homes, recreational vehicle trailers, and slide-in campers; and
- e. Other vehicles that are titled and sold through dealers.

I.

IT IS HEREBY ORDERED that respondent and its officers, agents, representatives, and employees, directly or indirectly, in connection with any advertisement

III.

IT IS FURTHER ORDERED that respondent shall deliver a copy of this order to all current and future principals, officers, directors, and managers, and to all current and future

Provided, further that if such complaint is dismissed or a federal court rules that respondent did not violate any provision of the order, and the dismissal or ruling is either not appealed or upheld on appeal, then the order will terminate according to this Part as though the complaint had never