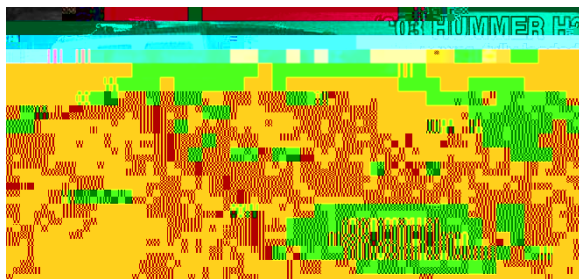


**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

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

In the Matter of

Mohammad Sabha,
 also d/b/a RAINBOW AUTO SALES



6. The following statements related to the prices of the featured vehicles appear in small print at the bottom of respondent's advertisements, including but not limited to the advertisement attached as Exhibit A:

Precios despues de \$5,000 de enganche + tax + licencia + cargos por documentación con crédito aprobado.

(This statement translated into English is: "Prices after \$5,000 down + tax + license + documentation fees with credit approval.")

Prices after \$5,000 down + tax + lic + doc fees on approved credit.

7. Thus, the actual price of each of respondent's advertised vehicles is \$5,000 more than the dollar amount that is prominently displayed immediately below the vehicle.

FEDERAL TRADE COMMISSION ACT VIOLATIONS

Count I

Misrepresentation Regarding Purchase Price of the Vehicles

8. In numerous instances, through the means described in Paragraphs 4 and 5, respondent has represented, expressly or by implication, that vehicles are available for purchase at the prices prominently advertised.
9. In truth and in fact, vehicles are not available for purchase at the prices prominently advertised. Consumers must pay an 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 acts or 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