

Office of the Secretary

July 2, 2015

Parker Lichtenstein
State of Florida

Re: In the Matter of TT of Longwood, Inc., also doing business as Cory
Fairbanks Mazda, File No. 1523047, Docket No. 431

Dear Mr. Lichtenstein

Thank you for your comment on the Federal Trade Commission's consent agreement in the above entitled proceeding. The Commission has placed your comment on the public record pursuant to rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

In your comment you highlight concerns

Should you encounter advertisements or practices that you suspect are deceptive, please file a complaint at www.FTCcomplaintassistant.gov or call 1-877-FTC-HELP. While the FTC does not resolve individual consumer complaints, your complaint may help us detect patterns of wrongdoing that may be used by our agency or any of the over 2,000 civil and criminal law enforcement authorities who use Consumer Sentinel, our complaint database. You could also consider filing a complaint with your state Attorney General or local Better Business Bureau.

After considering your comment, along with other public comments received in this matter, the Commission has determined that the relief set forth in the proposed order is appropriate and sufficient to remedy the violations alleged in the proposed complaint, and that it is in the public interest to issue the Decision and Order in final form. The Decision and Order will be available on the Commission's website at www.ftc.gov. Thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary

Office of the Secretary

After considering your comment, along with other public comments received in this matter, the Commission has determined that the relief set forth in the proposed order is appropriate and sufficient to remedy the violations alleged in the proposed complaint, and that it is in the public interest to issue the Decision and Order in final form. The final Decision and Order will be available on the Commission's website at

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Office of the Secretary

July 2, 2015

Smith
State of Texas

Re: *In the Matter of TT of Longwood, Inc., also doing business as Cory
Fairbanks Mazda, File No. 1523047, Docket No. C-4531*

Thank you for your letter commenting on the Federal Trade Commission's consent agreement in the above referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules. The Commission's Order, as modified by the order will serve to remedy the alleged violations of the FTC Act and the Consumer Leasing Act by Cory Fairbanks Mazda and dealers. Additionally, the dealership will be subject to the Commission's financial penalties and liable for civil penalties of up to \$16,000 per violation should it violate Section 5(l) of the FTC Act, 15 U.S.C. § 45(l).

After considering your comment, along with other public comments in this matter, the Commission has determined that the relief set forth in the Order is appropriate and sufficient to remedy the violations alleged in the proceeding. It is in the public interest to issue the Decision and Order in final form. The Order will be available on the Commission's website at www.ftc.gov. Thank you for your comment.

By direction of the Commission.

Donald S. Clark
Secretary

Office of the Secretary

July 2, 2015

Daniel Wilson
State of Florida

Re: *In the Matter of TT of Longwood, Inc., also doing business as Cory Fairbanks Mazda, File No. 1523047, Docket No. C-4531*

Dear Mr. Wilson:

Thank you for your letter commenting on the Federal Trade Commission's consent agreement in the above referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

In your comment, you describe an experience with Cory Fairbanks Mazda in which the dealer told you that a particular vehicle that you were interested in would be much more expensive than the advertised price. Your comment proposes that the company should be required to honor prices for the consumers that visited the dealership as a result of the lower-priced advertisements.

We appreciate your comment and believe that the proposed order should help to address your concerns. The order prohibits Cory Fairbanks Mazda from misrepresenting the cost of financing or leasing a vehicle, or misrepresenting any other material fact about the price, sale, financing, or leasing of any vehicle. Further, the dealership will be subject to the Commission's final order for twenty years and liable for civil penalties of up to \$16,000 per violation should it violate that order, pursuant to Section 5(l) of the FTC Act, 15 U.S.C. § 45(l).

Additionally, should you encounter advertisements for prices that are not honored or other practices that you suspect are deceptive, please file a complaint at www.FTCcomplaintassistant.gov or call 1-877-FTC-HELP. While the FTC does not resolve individual consumer complaints, your complaint may help identify patterns of wrongdoing that may be used by our agency or any of the over

After considering your comment, along with other public comments received in this matter