
In the Matter of

LITHIA MOTORS, INC.,
a corporation;

)
)
) DOCKET NO. C-4597
)
)
)

160 checkpoints (as appropriate to vehicle content) can receive our 60 Day/3,000 miles Limited Warranty.

Exhibit A .

5. Even though it makes the claims set forth in Paragraph 4, Respondent has advertised numerous used "60 Day/3,000 Mile" vehicles with open recalls for safety issues on its website
6. In some instances, these open recalls for safety issues have included recalls for defects that can cause serious injury. For example, Respondent advertised used "60 Day/3,000 Mile" vehicles that have an open recall for safety issues for a key ignition switch defect which can affect engine power, power steering, power braking, and air bag deployment, thereby increasing the risk of a crash and occupant injury. Respondent also has advertised used vehicles that have an open recall for safety issues for a side impact air bag wiring harness defect, which could result in the failure of side impact air bags and seat belt pretensioners to deploy in a crash, increasing the risk of injury.
7. In numerous instances, when Respondent has advertised used "60 Day/3,000 Mile" vehicles that are subject to open recalls for safety issues, making the claims set forth in Paragraph 4, it has provided no accompanying clear and conspicuous disclosure of this fact.
8. When consumers search for particular categories of vehicles on Respondent's website, there is no disclosure regarding open recalls for safety issues. An example of such search results includes the following:

LITHIA AUTO STORES

Home Vehicles Service Body Shops Specials Videos About Us Store Locator Careers

Inventory

Search 3 Items Matching: Year: 2011 Make: Chrysler Select View

All Conditions 2011 (3) Chrysler (3) All Models All Body Styles All Mileage All Prices All Locations All States Zip Code Range

2011 Chrysler 200 Touring Sedan Price: **\$12,999**
 Engine: 3.6L V-6 cyl Stock #: BN536374
 Mileage: 51,348 miles
 Exterior Color: Sapphire Crystal Met
 VIN: 1C3BC1FG6BN536374
 Watch Video Save This Car! Get Price Alerts AutoCheck 3,000 MILE Compare

2011 Chrysler 200 Base Sedan Price: **\$21,999**
 Engine: 3.6L V-6 cyl Stock #: BN536374
 Transmission: 5 speed automatic Location: Lithia Chrysler Jeep Dodge of Eureka
 Mileage: 57,758 miles
 Exterior Color: Silver
 VIN: 2C3CA6CT1B1681403
 Watch Video Save This Car! Get Price Alerts AutoCheck 3,000 MILE Compare

2011 Chrysler Town & Country LWB Passenger Van Price: **\$21,999**
 Engine: 3.6L V-6 cyl Stock #: BR636827F
 Transmission: AUTOMATIC Location: Lithia Ford Lincoln of Fresno
 Mileage: 35,748 miles
 Exterior Color: Stone White
 VIN: 2A4RRSDG2BR636827
 Watch Video Save This Car! Get Price Alerts AutoCheck 3,000 MILE Compare

Location: Lithia Chrysler Jeep Dodge of Eureka (1), Lithia Dodge of Las Cruces (1), Lithia Ford Lincoln of Fresno (1)

Condition: Pre-Owned (3)

Exhibit B.

- When consumers view specific vehicle listings on Respondent's website, there is no disclosure of open recalls for safety issues. An example of such a listing with an open safety recall includes the following:

2013 Chevrolet Cruze LTZ Sedan

Best Selling Vehicle

Submit our "Get ePrice" form below for more information or to inquire online!

Share    

g+1 0



Price **\$15,995**

Get ePrice

Your estimated monthly payment:

\$253 per month

60 Months @ 6.9% A.P.R. (estimated financing)

100 Down Payment

Finance Your Vehicle

Request More Info

Make An Offer

Schedule Test Drive

Save This Car!



AutoCheck

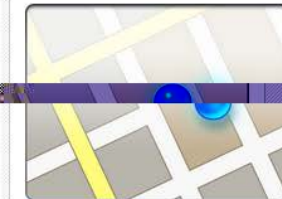
60 DAY LIMITED WARRANTY
3,000 MILE

Location

Lithia Kia of Anchorage
4434 Old Seward Highway

Sales: 877-475-1723

Map



Overview Tech Specs Warranty

Year:	2013
Make:	Chevrolet
Model:	Cruze
Trim:	LTZ
Bodystyle:	Sedan
Doors:	4 door
Mileage:	23,534 miles
Engine:	1.4L I-4 cyl
Transmission:	Automatic
Drive Line:	Front-wheel Drive
Fuel Type:	regular unleaded
Exterior Color:	Silver Ice
Interior Color:	JET BLACK
VIN:	1G1PG5SB1D7264534
Model Code:	1PW69
Stock #:	D7264534

Fuel Efficiency Rating

City MPG:

26



Hwy MPG:

38

Actual rating will vary with options, driving conditions, habits and vehicle condition.

Similar



2013 Chevrolet
Sonic LTZ
Hwy: 45 mpg
\$12,995



2012 Chevrolet
Traverse 1LT SUV
\$19,495
[View Details](#)



2014 Chevrolet
Impala Limited
\$17,961
[View Details](#)



Exhibit C

10. Another example of a listing for a vehicle with an open safety recall appears as follows:

Used 2013 Chevrolet Camaro For Sale in Midland, TX | 20119597A | Internet Explorer

Submit our "Get a Price" form below for most competitive pricing!

Photos Video 360° Price **\$26,999**

60 months @ 6.9% A.P.R. (estimated financing rate) (\$5,399 Down Payment)

Calculate another payment

Save This Car

Get Price Alerts

AutoCheck

60 DAY LIMITED WARRANTY

Location: All American Chrysler Jeep Dodge of Midland, 1401 W Wall St, Midland, TX 79703, Sales: 877-475-1816

Overview Tech Specs Warranty

Year: 2013

Make: Chevrolet

Model: Camaro

Trim: 1SS

Body: Coupe

Drive Type: 2 door

Mileage: 14,123 miles

Transmission: 6 speed manual

Drive Line: Rear-wheel Drive

Fuel Type: premium unleaded

Exterior Color: Black

Interior Color: N/A

Fuel Efficiency Rating: City MPG: 16, Hwy MPG: 24

Actual rating will vary with options, driving conditions, habits and vehicle condition.

Similar

2013 Chevrolet Camaro ZL1 Coupe \$46,999

2014 Chevrolet Camaro LT w/1LT Coupe

Exhibit D.

11. To uncover any information about open recalls for safety issues through Respondent's website a consumer viewing a listing such as the one shown in Paragraph 10 should have to locate and click on the "Carfax" links on the search results page or the vehicle listing page to access a vehicle history report. In other instances, such as the listing shown in Paragraph 9, the vehicle history report contains no information about open recalls for safety issues

VIOLATION OF THE FEDERAL TRADE COMMISSION ACT

Count I

12. In connection with the marketing, advertising, offering for sale, or sale of used motor vehicles, Respondent has represented, directly or indirectly, expressly or by implication, 2. micTV