

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Joseph J. Simons, Chairman**
 Noah Joshua Phillips
 Rohit Chopra
 Rebecca Kelly Slaughter
 Christine S. Wilson

In the Matter of

**FEDERAL-MOGUL MOTORPARTS LLC,
a limited liability company.**

DOCKET NO.

COMPLAINT

The Federal Trade Commission, having reason to believe that Federal-Mogul Motorparts LLC, a limited liability company (“Respondent”), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent is a Delaware limited liability company with its principal office or place of business at 27300 W. 11 Mile Rd., Southfield, MI 48034.
2. Respondent has manufactured, advertised, labeled, offered for sale, sold, and distributed products to consumers, including Wagner OE^X brake pads. The brake pads are after-market products that can be purchased and installed at automobile repair shops.
3. The acts and practices of Respondent alleged in this Complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act.
4. Since at least 2015, Respondent has manufactured, advertised, labeled, marketed, promoted, offered for sale, sold, and distributed Wagner OE^X aftermarket replacement brake pads to the public for use on categories of vehicles known as CUVs (crossover utility vehicles), SUVs (sport utility vehicles), and pickup trucks. Wagner OE^X brake pads represent a “premium” price tier among aftermarket brake products sold by Respondent compared to “entry-level” and “mid-range” price tiers of brake products sold by Respondent.
5. To induce consumers to purchase Wagner OE^X brake pads, and to induce aftermarket automobile parts retailers and repair shops to install Wagner OE^X premium brake pads rather than other competing brake pads, Respondent has disseminated or has caused to be disseminated

the television, internet, and print ads depicted in the attached Exhibits A, B, and C. Consumers who view Respondent's advertisements can select and purchase OEM brake pads at

6. Respondent hired an independent party to conduct head to head testing of Wagner OE brake pads against competing aftermarket brake products. The vehicles used in the tests included a 2014 Ford F-150, a 2013 Chevrolet Tahoe, and a 2011 Toyota RAV4.

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