

4. Respondents have disseminated advertisements to the public that promote credit sales and other extensions of credit and

credit in consumer credit transactions, as the terms "advertisement," "credit sale," and "consumer credit" are defined

in Section 226.2 of Regulation Z, 12 C.F.R. § 226.2, as amended.

Exhibits and responses of respondents alleged in this

'95 EIGHTY EIGHT
FOR ONLY \$339* 36 MOS. LEASE
NO MONEY DOWN"

. . .

INFINITI NEW 1995 J30
NO MONEY DOWN
\$449 PER MONTH
36 MONTH LEASE

[A fine print statement at the bottom of the ad states
"*12,000 miles per year, acq. fee and taxes extra."]
(Exhibit C)

D PROTEGE MEDICAL PRESIDENTS WEEK OFF

1995 PROTEGE
NO MONEY DOWN
\$199 PER MONTH FOR ONLY 36 MONTHS"

[A fine print statement at the bottom of the
advertisement states "Protege 36 month close end lease,
includes gap insurance, excludes taxes. 1st payment
and security deposit due. Activation fee required.
Approved credit."] (Exhibit D)

E. "1995 Q45
2 Year Lease
\$599 per mo.*

. . .
1995 J30
3 Year Lease
\$399 per mo.*"

[A fine print statement at the bottom of the ad states

\$399⁰⁰* 36 Month"

[A fine print statement at the bottom of the ad states
"***After rebate = \$599 Trim. Pkg. *36 Month Lease,
\$2,000 Down, Cash or Trade, Includes Rebate and
Acquisition Fee, 15,000 Miles Per Year."] (Exhibit F)

FEDERAL TRADE COMMISSION ACT VIOLATIONS

7. In lease advertisements, including but not necessarily
limited to Exhibits A through D respondents have represented

improperly, or by implication, that the amount stated as "down" is

12. These additional terms would be material to consumers in deciding whether to visit respondents' dealership and/or whether to lease an automobile from respondents. The failure to disclose adequately these additional terms, in light of the representation made, was, and is, a deceptive practice.

13. Respondents' practices constitute deceptive acts or practices in or affecting commerce in violation of Section 5(a)

of the Federal Trade Commission Act, 15 U.S.C. § 45(a).

~~CONSUMER PROTECTION ACT AND REGULATIONS THEREUNDER~~

Count III: Failure to Disclose Required Information
Clearly and Conspicuously

14. In lease advertisements, including but not necessarily

FOR ONLY \$275* 36 MOS.
NO MONEY DOWN

. . .

BOMMARITO SMART BUY
'95 EIGHTY EIGHT
THIS IS NOT A LEASE
4.8% A.P.R. WITH APPROVED CREDIT
FOR ONLY \$315* 36 MOS.
NO MONEY DOWN

[A fine print statement at the bottom of the ad states
***After rebate = \$500. Fin. Plan. *36 Month Lease

\$2,000 Down, Cash or Trade, Includes Rebate and
Acquisition Fee, 15,000 Miles Per Year."] (Exhibit F)

FEDERAL TRADE COMMISSION ACT VIOLATIONS

Count IV: Misrepresentation of Balloon Payments

23. Respondents' practices have violated Section 144 of the Truth in Lending Act, 15 U.S.C. § 1664, and Section 226.24(c) of Regulation Z, 12 C.F.R. § 226.24(c).

THEREFORE, the Federal Trade Commission this ___ day of _____, 1997, has issued this complaint against respondents.

By the Commission.

Donald S. Clark
Secretary

SEAL: