Synopsisof FederalTradeCommissionDecisions WhichAreRelevantto AutomobileRentalPractices

1. The Federal Trade Commission has determined that it is an unfair or deceptive practice, in advertising or contracting for the rental of cars, for the renter to fail to accentuate in the same degree every term of a carrental offer or contract, so that no charge or condition relating to a rental may be reasonably overlooked. 1/

In particular, where specific price terms are mentioned in an advertisement, the advertisement must note, in equally conspicuous ashion, all other rental charges which the consumer may be required to pay, to ensure that the consumer will not be deceived by the advertisement as transport of the car.

2. The Feder grade pmmission has determined that "bait and switch" practices / outrifair p39fc. 3.452 0 TrolSyxt) Tring in Tri. (1.0°. Tri. (1.0°), Tri. (1.0°),

Liquidators, 85 F.T. C274 (1975).

3/ Opinionsof the Commission Aluminum Industries, Inc. d/b/a Southern Co., Inc., 67 F.T.C1, 7, 9 (1965); Wilbanks Carpet Specialists, Inc., 84 F.T.C510, (1974); Southern States Distributing Co., 83 F.T.C1126, 1162 (1973); Seekonk Meats, Inc., 82 F.T.C1025, 1055 1056 (1973); Lawrence TV Corp., 73 F.T.C687 (1968).

This is a transcript of Synopsis ofderal Trade Commission who Relevant to Automobile RentPractices. The transcript as created April
