



Office of the Secretary

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

January 28, 2014

Hafer
State of North Carolina

Re: *In the Matter of Timonium Chrysler, Inc., doing business as Don White's Timonium Jeep Chrysler Dodge, FTC File No. 132 3014*

Dear Commenter Hafer:

Thank you for commenting on the Federal Trade Commission's proposed 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.

As we understand your comment, you suggest that dealer advertisements that feature a sale price should be required to "include all of the amounts which are to be paid to the dealership," including a charge commonly referred to as a "doc [document] fee." The complaint in this matter concerns advertisements that featured "dealer discounts" and "internet prices" that were not available to the typical consumer. The complaint alleges that Timonium Chrysler failed to disclose adequately that consumers would need to qualify for a series of smaller rebates not generally available to them in order to receive the advertised discounts and prices. The Commission looks at a number of factors in determining appropriate relief that will deter future violations, and believes the proposed order provides strong consumer protections that address the alleged violations. The proposed order prohibits Timonium Chrysler from advertising discounts or prices unless they are accompanied by clear disclosures of any required qualifications or restrictions. The proposed order also prohibits additional misrepresentations, such as the existence of any discount, rebate, bonus, incentive or price, and the number of vehicles available at particular prices.

Accordingly, the Commission has determined that the public interest would best be served by issuing the Decision and Order in this matter in final form without modification. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary