



Office of the Secretary

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

January 28, 2014

Mark Barton
State of Ohio

Re: *In the Matter of Ganley Ford West, Inc., FTC File No. 122 3269*

Dear Mr. Barton:

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 question why the proposed order does not apply to all retail automobile dealerships, but only to Ganley Ford West, Inc. You do not propose any revisions to the draft complaint or consent agreement. You correctly state that this proposed order only applies to Ganley because Ganley is the named respondent in this law enforcement action. However, Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45, prohibits unfair or deceptive acts or practices and applies to all businesses and individuals over whom the Federal Trade Commission has jurisdiction. Thus, if the Commission had reason to believe that other dealerships engage in similar practices, in violation of Section 5, it could bring action against them as well. After consideration of your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the Complaint.

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