

Federal Advertising Update



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Topics

- FTC Advertising Standards
- FTC Ad Enforcement Actions
- FTC Ad Warnings

Some Preliminaries...

- The actions we will discuss each involve FTC allegations of dealer violations of federal advertising law.
- FTC consent orders typically do not involve findings of facts or an admission of liability.
- We're just focusing on areas of federal law that the FTC has enforced recently. There are many federal requirements beyond those that we'll cover.
- Your state may impose additional requirements and restrictions.
- Nothing in this presentation is intended as legal advice. Consult legal counsel concerning the legal sufficiency of your ads.

Don't Overlook Telemarketing Restrictions






TELEPHONE

CONSUMER PROTECTION ACT

CONSENT REQUIREMENTS




Prior Express Consent

Non-Marketing

| |  Text Message |  Call to Cell |  Call to Landline |
|-------------------------------------|---|---|---|
| Autodialed | Yes | Yes | No |
| Prerecorded | N/A | Yes | No |
| Manually Dialed/ Not Prerecorded | No | No | No |

Prior Express *Written* Consent

Marketing

| |  Text Message |  Call to Cell |  Call to Landline |
|-------------------------------------|---|---|---|
| Autodialed | Yes | Yes | No* |
| Prerecorded | N/A | Yes | Yes |
| Manually Dialed/ Not Prerecorded | No* | No* | No* |

*If the telephone number is on the national Do-Not-Call list, you must have prior written consent or an "existing business relationship" with the customer before placing the call.

*NADA © 2015. This chart is provided for informational purposes only. Dealers should consult with counsel prior to engaging in any marketing activities.

FTC Advertising Standards



Ad Examples

- TV
- Radio
- Newspapers, other publications
- Direct mail, including the envelope
- Billboards
- Internet, online, YouTube
- Your website, other websites where you advertise
- Social media
- Mobile and other electronic messages
- Your dealership - every location
 - Windows and in store-displays
 - Electronic displays
 - Service area waiting rooms
- Handouts in parking lots
- Auto displays at shopping malls, athletic events, near colleges

Credit Ad Trigger Terms

| Reg Z Trigger Terms | Required Follow-On Disclosures If <u>Any</u> Trigger Term Is Used |
|---|--|
| Amount or Percentage of Downpayment | Amount or Percentage of Downpayment |
| Number of Payments or Period of Repayment | Terms of Repayment (that reflect repayment obligations over full term of contract, including any balloon payment) |
| Amount of Any Payment | Annual Percentage Rate (must use that term or “APR” and, if applicable, must state that rate may be increased after consummation) |
| Amount of Any Finance Charge | |

Lease Ad Trigger Terms

| Reg M Trigger Terms | Required Follow-On Disclosures If <u>Any</u> Trigger Term Is Used |
|---|--|
| Amount of Any Payment | Transaction Advertised is a Lease |
| Statement of Any Capitalized Cost Reduction or Other Payment (or that No Payment is Required) Prior to or at Consummation or by Delivery, if Delivery Occurs after Consummation | Total Amount Due Prior to or at Consummation or by Delivery, if Delivery Occurs after Consummation |
| | Number, Amounts, and Due Dates or Periods of Scheduled Payments under the Lease |
| | Statement of Whether or Not a Security Deposit is Required |

UDAP

- The FTC Act broadly prohibits unfair or deceptive acts or practices (UDAP)
 - Deception
 - ☐ A material representation or omission
 - ☐ Likely to mislead
 - ☐ Consumers acting reasonably under the circumstances
 - Unfairness
 - ☐ A practice that causes or is likely to cause
 - ☐ Substantial injury to consumers
 - ☐ That is not reasonably avoidable by consumers themselves
 - ☐ And not outweighed by countervailing benefits to consumers or competition
- Flexible law that can be applied to many different situations, entities, and technologies

Deception

- Representations can -
 - be express or implied, and
 - occur at any point in the sales process.
- Cost information is presumed to be material.
- Ad can be deceptive regardless of the advertiser's intent.
- There's no "one thing" that makes an ad compliant.... The FTC looks at the "net impression" of the entire ad.

“Clear and Conspicuous”

“If the disclosure of information is necessary to prevent an ad from being deceptive, the disclosure has to be clear and conspicuous.”

“Here’s a practical way to think of it. If a disclosure is truly clear and conspicuous, consumers don’t have to hunt for it. It reaches out and grabs their attention.”

“Clear and conspicuous” is a performance standard, not a font size.”

From the FTC Business Blog “[Full Disclosure](#)”

“Clear and Conspicuous”

| Ad Medium | Requirement |
|---------------------------|--|
| Print | The disclosure shall be in a type size, location, and in print that contrasts with the background against which it appears, sufficient for an ordinary consumer to notice, read, and comprehend it. |
| Electronic, TV, and Video | An audio disclosure shall be delivered in a volume and cadence sufficient for an ordinary consumer to hear and comprehend it. A video disclosure shall be of a size and shade and appear on the screen for a duration, and in a location, sufficient for an ordinary consumer to read and comprehend it. |
| Radio | The disclosure shall be delivered in a volume and cadence sufficient for an ordinary consumer to hear and comprehend it. |
| All | The disclosure shall be in understandable language and syntax. Nothing contrary to, inconsistent with, or in mitigation of the disclosure shall be used in any advertisement or promotion. |

The FTC's 4 Ps

- Prominence Can consumers see and read it, or hear it?
(caution: mouse print; rapid fire delivery)
- Placement Is it where consumers would look?
(caution: turned sideways on the ad)
- Proximity Is it near the claim it qualifies?
(caution: back of direct mail; multiple clicks away)
- Presentation Is the wording and format easy for consumers to understand?
(caution: jargon or technical terms; buried in fine print; multiple asterisks; grey print; loud music)

Typical FTC Consent Order

- In effect for 20 Years
- Prohibits ad misrepresentations
- Must retain ads and promotional materials for 5 years
- Must file compliance reports with FTC

FTC Advertising Enforcement



Current Tally

Since March 2012, the FTC has engaged in advertising enforcement actions against 29 auto dealerships in 18 states.

| Alabama (1) | Nevada (2) |
|-------------------|--------------------|
| California (6) | New York (1) |
| Connecticut (2) | North Carolina (2) |
| Florida (1) | Ohio (1) |
| Georgia (2) | Oregon (1) |
| Illinois (1) | South Dakota (1) |
| Maryland (1) | Texas (2) |
| Massachusetts (1) | Virginia (2) |
| Michigan (1) | West Virginia (1) |

The Second Time Around....

FEDERAL TRADE COMMISSION
 PROTECTING AMERICA'S CONSUMERS

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[Home](#) » [News & Events](#) » [Press Releases](#) » [Southern California Auto Dealership Group to Pay \\$1.4 Million for Violating FTC Order Requiring Clear Financing and Leasing Disclosures in Its Advertisements](#)

Southern California Auto Dealership Group to Pay \$1.4 Million for Violating FTC Order Requiring Clear Financing and Leasing Disclosures in Its Advertisements

Agency alleged ads misled consumers about the actual prices they would have to pay

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FOR RELEASE
 November 6, 2017
TAGS: [Automobiles](#) | [Bureau of Consumer Protection](#) | [Consumer Protection](#) | [Advertising and Marketing](#)

A Southern California-based auto dealership group will pay \$1.4 million to settle Federal Trade Commission charges that it violated a 2014 administrative order prohibiting it from misrepresenting how much consumers could pay to finance or lease a vehicle.

The proposed court order resolving the FTC's complaint against 12 businesses operating as the Norm Reeves dealerships, bars similar advertising misrepresentations, and imposes strict compliance and reporting terms to prevent future violations.

According to the FTC's first complaint, the defendants made a variety of misrepresentations in advertisements to consumers that violated the FTC Act, falsely leading consumers to believe they could buy vehicles for specific low prices, finance vehicles for specific low monthly payments, and/or make no upfront payment when leasing.

Specifically, the FTC charged Norm Reeves with deceptively advertising that consumers could pay \$0 up-front to lease a vehicle when, in fact, the advertised price excluded substantial fees and other costs. The ads also allegedly violated the Consumer Leasing Act (CLA) by failing to disclose certain lease related terms. One of the dealerships' ads also allegedly violated the Truth In Lending Act (TILA) and Regulation Z, by failing to disclose certain credit-related terms.

The orders settling the previous complaint, which the Commission approved as final in May 2014, prohibited the dealerships from misrepresenting the cost of purchasing a vehicle with financing, or any other material fact about the price, sale, financing, or leasing of a vehicle in its ads. The orders also addressed the defendants' alleged TILA and CLA violations by requiring the dealerships to clearly and conspicuously disclose terms required by these credit and lease laws.

EVENTS CALENDAR

Related Cases
[Norm Reeves](#)

For Consumers
[Are Car Ads Taking You for a Ride?](#)
[Buying & Owning a Car](#)

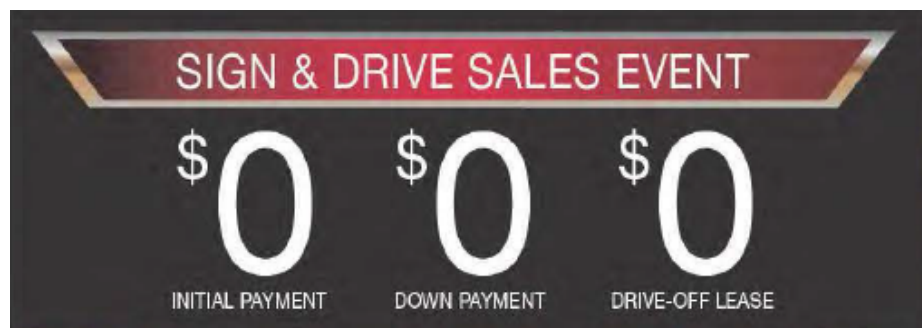
Media Resources
 Our Media Resources library provides one-stop collections of materials on numerous issues in which the FTC has been actively engaged. These pages are especially useful for members of the media.

Negative Equity Payoff Claims

- 2012 Actions: “We’ll pay off your trade no matter how much you owe.”
- 2014 Action: “GET OUT OF YOUR LOAN OR LEASE FOR \$1.00”
- The 2014 ad stated in fine print: “With Approved Credit. Any Negative Equity applied to the new loan.”
- Excerpt from FTC Complaint

“Contrary to the claims made in the advertisements, consumers who had outstanding loan balances on trade-in vehicles could not get out of their loan for \$1.00. In addition to \$1.00, they would have to pay the amount of the outstanding loan balance. Further, consumers with leases could not get out of their leases for \$1.00. In addition to \$1.00, they would have to pay other amounts, such as lease termination fees.”

\$0 Due/\$0 Down Claims



- Dealers cited for prominently advertising such terms and then stating in fine print -
 - must turn in trade with value of at least \$2,500
 - \$1,995/\$2,000/\$2,499/\$3,000/\$3,113/\$4,100/\$5,400 due at lease signing
 - security deposit and/or fees due at lease signing
 - first month's payment and acquisition fee due at lease signing (ranging from several hundred to several thousand dollars)
 - \$3,000/\$3,500/\$5,000/\$6,000 down payment required

Price Reduction Claims

Excerpt from FTC Complaint

“Beneath the prominent statement that consumers can obtain the vehicle for “\$9,977,” the advertisement states in small print: “#11155, 2 or more at this price, \$1,000 Trade Assistance and \$600 VPP/Active Military discount and \$600 College Grad discount.” Thus, the prominently advertised price is not generally available to consumers. In fact, a consumer can qualify for the advertised price only if the consumer meets certain requirements for discounts or incentives, such as being a recent college graduate, being a member of the military, or trading in a vehicle.”



Price Reduction Claims



NEW 2013 FORD F-150

LEASE FOR **\$330** PER MONTH

OR **\$12,000 OFF MSRP!**

DEALER RETAINS FACTORY REBATES AND INCENTIVES. ALL OFFERS 24 MONTH LEASE, 10,000 MILES PER YEAR, \$3000 CASH OR TRADE, DUE AT SIGNING, WITH APPROVED CREDIT. PLUS TAX, TITLE, AND LICENSE. NO SECURITY DEPOSIT REQUIRED. BASED ON BLACK BOOK AVERAGE VALUE.

Excerpt from FTC Complaint

“... in numerous instances when consumers have tried to obtain advertised discounts, they have learned that the discounts are only available for a particular version of the vehicle, often one of the more expensive versions. For example, in many instances when the promotion in Exhibit A was offered, the only 2013 Ford F-150 available for \$12,000 off the MSRP was the Ford F-150 Lariat, with an MSRP of \$47,000. In those instances, the discount was not available on any other versions of the F-150, including the base model, which has an MSRP of \$23,670.”

Buried Disclosures (Video Ad)



Excerpt from FTC Complaint

26. The advertisement contains these disclosures (“Zero Down” – “75 months @ 1.99% APR for 75 Months”). The disclosures are buried in an eleven-line block of rotating text that appears on the screen for just two seconds and disappears:

STK#2M163. PRICES AFTER
ALL APPLICABLE
MANUFACTURER REBATES
AND INCENTIVES.
PAYMENTS BASED ON
ZERO DOWN AND 75
MONTHS @ 1.99% APR
WITH APPROVED CREDIT.
TAX, TITLE, TAGS AND \$175
PROCESSING FEE NOT
INCLUDED. SEE DEALER
FOR DETAILS.

This disclosure flashes on and off the screen so quickly that consumers can neither read nor comprehend it.

Buried Disclosures (Dealer Website)

HOME NEW NISSANS ▾ PRE-OWNED ▾ CREDIT & FINANCE ▾ SERVICE/PARTS/COLLISION ▾ ABOUT US ▾ DEALER TV

2 of 7

2014 NISSAN
MURANO LE PLATINUM EDITION
STOCK#NS14155 VIN#EW617060

\$9000 off **or** **ZERO %**
for 72 MONTHS

SUBJECT TO AVAILABILITY. PRICE PLUS TAX, TAGS, FREIGHT AND DOC FEES.
PRICE INCLUDES ALL FACTORY REBATES AND MAY REQUIRE FINANCING
THROUGH NMAC. PICTURE FOR ILLUSTRATION PURPOSES ONLY.
SEE DEALER FOR COMPLETE DETAILS. 2 OR MORE AT THIS PRICE.



SUBJECT TO AVAILABILITY. PRICE PLUS TAX, TAGS, FREIGHT AND DOC FEES.
PRICE INCLUDES ALL FACTORY REBATES AND MAY REQUIRE FINANCING
THROUGH NMAC. PICTURE FOR ILLUSTRATION PURPOSES ONLY.
SEE DEALER FOR COMPLETE DETAILS. 2 OR MORE AT THIS PRICE.

Excerpts from FTC Complaint

“In this advertisement, Respondent offers closed-end credit for a 72-month term; however, Respondent does not include required information triggered by the advertisement, such as the down payment amount, the monthly payment amount, and the annual percentage rate.”

*“Respondent’s advertisements typically include disclaimers such as the following **that appear in fine print and muted colors that are difficult to read**. These disclaimers routinely state, in part, that the advertised prices and financing deals include all factory rebates.”*

“In fact, in numerous instances, the advertised discount and price are not generally available to consumers. In numerous instances, the advertised discount and price are subject to various qualifications or restrictions. Such qualifications or restrictions have included, for example, being a recent college graduate.”

Limitations on APR



Excerpt from FTC Complaint

“... respondent has represented that consumers who finance new vehicles purchased from respondent will be charged 0% APR on the amount financed. Respondent has failed to disclose adequately that consumers who finance more than a certain amount will be charged more than 0% APR. This fact would be material to consumers. The failure to disclose this fact, in light of the representations made, was, and is, a deceptive practice.”

Introductory Teaser Rates

Drive Any Vehicle WE SAY YES!

\$99/mo

ZERO \$ DOWN

Ex. Stk#6814 2012 Kia Soul Base. Sale Price \$12,990. \$0 Down graduated payment plan; payments 1-3 \$99; 4-72 \$251/mo @ 9.99% APR. Plus tax, tag and \$599 admin fee. OAC. On select vehicles. See dealer for details.

Excerpt from FTC Complaint

“... instead of owing \$99 per month, consumers will owe \$251 per month for 69 of 72 months. Further, the advertisement fails to clearly and conspicuously disclose the repayment obligations over the full term of the loan and the “annual percentage rate,” using that term.”

Balloon Payments



Excerpt from FTC Complaint

“Based on the terms set forth in small text, consumers’ monthly payments will amount to a fraction of the total cost of the vehicle. Consumers thus will owe a final balloon payment of many thousands of dollars for this transaction.”

Liquidation Claims

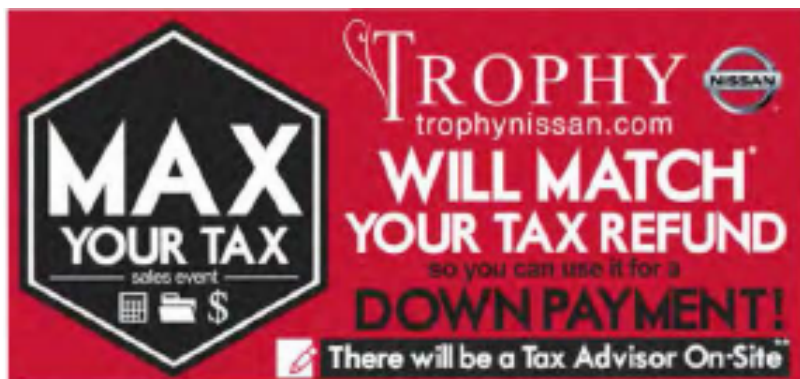


Excerpt from FTC Complaint

"In truth and in fact, consumers cannot purchase or lease vehicles for \$99 because this dollar amount is a minimum bid for vehicles offered at a liquidation event. Additionally, vehicles sold at these liquidation events often include significant fees, including dealer fees. Therefore, respondent's representations ... are false and misleading."

Matching Tax Refund Claims

Excerpt from FTC Complaint



The bottom of the ad stated - in small, fine print - that Respondent would only match tax refunds up to \$1,000 and would not provide tax advice.

“In advertisements, ...Respondent represented, expressly or by implication, that Respondent would match consumers’ income tax refund for use as a down payment on an automobile. These advertisements did not disclose adequately additional terms pertaining to the offer, such as that Respondent would match only up to \$1,000 of consumers’ income tax refund. The existence of these additional terms was material to consumers in deciding whether to purchase a vehicle. The failure to disclose adequately these additional terms, in light of the representation made, was, and is, a deceptive practice.”

Prize Promotion Claims

Excerpts from FTC Complaint

“In all or virtually all instances, when consumers have scratched the cards to reveal numbers underneath, at least one set of numbers has corresponded to the winning numbers.”

“In numerous instances, consumers have attempted to collect a prize by presenting a card with winning numbers at the Fowlerville Ford dealership. However, no consumer has received any of the prizes advertised in the promotion.”



FTC's Most Recent Set of Actions

Involved -

- used vehicle ads,
- involving safety inspection claim,
- in which certain advertised vehicles were subject to an open safety recall, and
- this fact was not disclosed to consumer.

Remedy in FTC's Consent Orders

- A. Ensure that advertised vehicles are NOT subject to open safety recall, or
- B. Ensure the following -
 - 1) Include disclosure in used vehicle ads making a safety inspection claim stating -
 - a) that vehicle may be subject to an open safety recall, and
 - b) how consumers can determine the vehicle's recall status (<https://vinrcl.safercar.gov/vin/>); and
 - 2) If dealer receives written notification from a manufacturer that a used vehicle is subject to an open safety recall, clearly and conspicuously provide that notice - or a document w/ the same info in substantially the same format - to the consumer prior to consummation of the sale.

FIND A CERTIFIED VEHICLE FOR SALE IN JACKSONVILLE NC

FILTER Clear All

CATEGORY

[Clear]

☐ New (463)

☐ Used (101)

☒ Certified (8)

FACTORY PRE-OWNED COLLECTION

TYPE

☐ Car (4)

☐ SUV (3)

☐ Truck (1)

MAKE

☐ Chevrolet (6)

☐ Buick (1)

☐ GMC (1)

8 VEHICLES FOUND

Compare

Sort By

CERTIFIED 2015 CHEVROLET CAMARO 2DR CPE LS W/2LS

MARINE PRICE

\$18,500

See Important Disclosures Here



33 photos

Virtual Test Drive

SPECIFICATIONS

Stock Number

S5266AP

VIN

2G1FB1E33F9308574

Miles

23299

Exterior

Red Rock Metallic

Drive Wheels

RWD

Engine

3.6L V6 DGI DOHC VVT

Transmission

Automatic

PRICING INFORMATION

Marine Price

\$18,500

CHEVROLET CERTIFIED PRE-OWNED

CLICK HERE FOR VIN OPEN RECALL LOOK-UP

CARFAX VEHICLE HISTORY REPORTS



Save



Compare

VIEW DETAILS

REQUEST A QUOTE

PRICE WATCH

LET US HELP!

Vehicle Identification Number (VIN)

Every vehicle has a unique VIN. Enter a VIN to learn if a specific vehicle needs to be repaired as part of a recall.

2G1FB1E33F9308574

17/17



Looking for more information on this vehicle?

NHTSA offers more safety information based on a vehicle's year, make and model. Check safety ratings, recommended technologies and other safety issues.

[Learn More →](#)

2015 Chevrolet Camaro



VIN: 2G1FB1E33F9308574

Recall data refreshed on Aug 23, 2017

0 Recalls

associated with this VIN

What if my car isn't recalled now? Could it be recalled later?

Yes. Whether a manufacturer independently conducts a safety recall or NHTSA orders one, the manufacturer must file a public report describing the safety-related defect or noncompliance. Manufacturers are also required to notify owners by mail within 60 days of notifying NHTSA of a recall decision.

Look for this distinct label to distinguish critical safety recall information from other marketing material.



FTC Advertising Warnings



Drip Pricing

“... We believe that online hotel reservation sites should include in the quoted total price any unavoidable and mandatory fees, such as resort fees, that consumers will be charged to stay at the hotel. While a hotel reservation site may breakdown the components of the reservation estimate (e.g., room rate, estimated taxes, and any mandatory, unavoidable fees), the most prominent figure for consumers should be the total inclusive estimate....”



Division of Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, DC 20580

November , 2012

[Company Name]
[Attn: President or CEO]
[Address]

WARNING LETTER

Dear _____:

The Federal Trade Commission ("FTC") has investigated whether certain hotel operators are violating Section 5 of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. § 45(a), by misrepresenting the hotel room reservation price quoted to consumers.

On May 21, 2012, the FTC held a conference on "drip pricing," defined broadly as a pricing technique in which firms advertise only part of a product's price and reveal other charges later as the customer goes through the buying process. At the conference, FTC Chairman Jon Leibowitz asked consumers to share their drip pricing stories with the FTC. One common complaint consumers raised involved mandatory fees hotels charge for amenities such as newspapers, use of onsite exercise or pool facilities, or internet access, sometimes referred to as "resort fees." These mandatory fees can be as high as \$30 per night, a sum that could certainly affect consumer purchasing decisions.

Specifically, consumers complained that they did not know that they would be required to pay resort fees in addition to the quoted hotel room rate. Several stated that they only learned of the fees after they arrived at the hotel, long after making a reservation at what they believed to be the total room price. Others paid for the reservation in advance, and only found out after they arrived at the hotel that they would have to pay additional mandatory fees.

FTC staff has reviewed a number of online hotel reservation sites, and has confirmed that some hotels exclude resort fees from the quoted reservation price. Instead, the "total price" or "estimated price" quoted to consumers includes only the room rate and applicable taxes. At some of these sites, the applicable resort fee is listed nearby, but separate from, the quoted price. In others, the quoted price is accompanied by an asterisk that leads consumers to another location at the site – sometimes on the same page, sometimes not – where the applicable resort fee is disclosed, typically in fine print. A few sites fail to identify applicable resort fees anywhere, and instead inform consumers that other undefined fees may apply.

These practices may violate the law by misrepresenting the price consumers can expect to pay for their hotel rooms. We believe that online hotel reservation sites should include in the

Native Advertising

- *“Ads ... are deceptive if they convey to consumers - expressly or by implication - that they’re independent, impartial, or from a source other than the sponsoring advertiser - in other words, that they’re something other than ads.”*
- *“The FTC considers misleadingly formatted ads to be deceptive regardless of whether the underlying product claims that are conveyed to consumers are truthful.”*

Native Advertising Guidance

[Tips & Advice](#) » [Business Center](#) » [Guidance](#) » [Native Advertising: A Guide for Businesses](#)

Native Advertising: A Guide for Businesses

TAGS: [Advertising and Marketing](#) | [Advertising and Marketing Basics](#) | [Endorsements](#) | [Online Advertising and Marketing](#)

Marketers and publishers are using innovative methods to create, format, and deliver digital advertising. One form is “native advertising,” content that bears a similarity to the news, feature articles, product reviews, entertainment, and other material that surrounds it online. But as native advertising evolves, are consumers able to differentiate advertising from other content?

Marketers and publishers are using innovative methods to create, format, and deliver digital advertising. One form is “native advertising,” content that bears a similarity to the news, feature articles, product reviews, entertainment, and other material that surrounds it online. But as native advertising evolves, are consumers able to differentiate advertising from other content?

The Federal Trade Commission Act prohibits deceptive or unfair practices. It's the FTC's job to ensure that long-standing consumer protection principles apply in the digital marketplace, including to native advertising. The FTC has issued an [Enforcement Policy Statement on Deceptively Formatted Advertisements](#) that explains how the agency applies established truth-in-advertising standards in this context. This Guide for Businesses supplements the [Enforcement Policy Statement](#) by offering informal guidance from FTC staff to help companies apply the [Policy Statement](#) in day-to-day contexts in digital media.

Fuel Economy Guidance

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 PROTECTING AMERICA'S CONSUMERS

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FTC Revises Fuel Economy Guide

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EVENTS CALENDAR

FOR RELEASE
 September 15, 2017
TAGS: [Energy](#) | [Gasoline](#) | [Bureau of Consumer Protection](#) | [Consumer Protection](#)

Today the Federal Trade Commission announced that the agency has approved changes to the Fuel Economy Guide as part of Acting Chairman Maureen K. Ohlhausen's regulatory reform initiative to keep pace with technological advances in the marketplace while continuing to protect consumers.

Adopted in 1975, the Guide (formally, the "Guide Concerning Fuel Economy Advertising for New Automobiles"), helps advertisers avoid making unfair and deceptive claims.

In 2016, the FTC sought public comment on proposed changes to the Guide. Based on comments received, the Commission approved changes to account for a number of new issues, such as driving range and fuel economy claims for alternative fueled vehicles, including electric and flex-fueled models. The changes also harmonize the Guide with current Environmental Protection Agency and National Highway Traffic Safety Administration fuel economy labeling rules. The amendments will become effective 30 days after publication in the Federal Register.

The Commission vote to approve the Federal Register Notice was 2-0. (FTC File No. R711008; the staff contact is Hampton Newsome, Bureau of Consumer Protection, 202-326-2669)

The Federal Trade Commission works to promote competition, and protect and educate consumers. You can learn more about consumer topics and file a consumer complaint online or by calling 1-877-FTC-HELP (382-4357). Like the FTC on Facebook@, follow us on Twitter@, read our blogs and subscribe to press releases for the latest FTC news and resources.

PRESS RELEASE REFERENCE:
[FTC Seeks Public Input On Proposed Changes to the Fuel Economy Guide](#)

CONTACT INFORMATION

MEDIA CONTACT:
 Frank Dorman
 Office of Public Affairs
 202-326-2674

Related Actions

16 CFR Part 259: Guide Concerning Fuel Economy Advertising for New Automobiles; Adoption of Revised Guides

Media Resources

Our Media Resources library provides one-stop collections of materials on numerous issues in which the FTC has been actively engaged. These pages are especially useful for members of the media.

Other Federal Advertising Resources

- FTC “The Auto Marketplace” Press Releases

<https://www.ftc.gov/news-events/media-resources/consumer-finance/auto-marketplace>

- FTC auto-related blogs

<https://www.ftc.gov/news-events/blogs/terms/307>

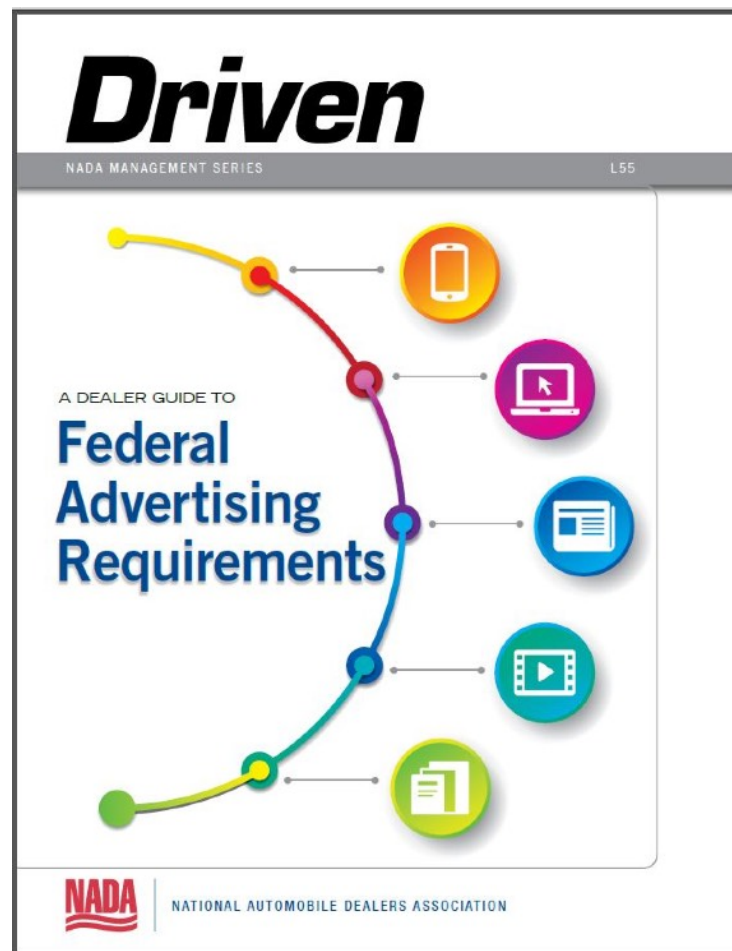
- FTC pub on .com disclosures

<https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-staff-revises-online-advertising-disclosure-guidelines/130312dotcomdisclosures.pdf>



Advertising

- Addresses 41 federal ad topics
 - ❑ Discount claims
 - ❑ Green marketing
 - ❑ Internet marketing
 - ❑ Satisfaction guarantees
 - ❑ Sweepstakes/Lotteries
 - ❑ “Trigger” terms
- Provides several examples of “bad ads” and “good ads”
- Does not address additional state or local requirements
- Available at www.nada.org



FTC Acting Chairman Ohlhausen



Questions





N A T I O N A L A U T O M O B I L E D E A L E R S A S S O C I A T I O N