



COUNTY OF LOS ANGELES DEPARTMENT OF CONSUMER AFFAIRS

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***Enforcement Action Sweep Announced Against
Auto Dealers Engaged in Alleged Deceptive Advertisements***

The County of Los Angeles Department of Consumer Affairs (DCA) announced today that multiple car dealers have agreed to settle charges of deceptive practices in the sale, financing, and leasing of motor vehicles with the Federal Trade Commission (FTC). DCA assisted the FTC with multiple investigations in Los Angeles County as part of a nationwide sweep.

According to the FTC civil complaints, the auto dealers allegedly made a variety of misrepresentations in print, internet and video ads, including that consumers could buy cars for low prices, finance cars with low monthly payments, and pay nothing upfront to lease cars.

DCA investigated several Los Angeles-based dealers to check whether advertised prices were true. DCA investigators, assisted by the Los Angeles Area Division of the California Department of Motor Vehicles, found several alleged misrepresentations, including:

- **Casino Auto Sales** of La Puente and **Rainbow Auto Sales** of South Gate: Advertising the sale of vehicles at prices lower than the actual cost would-be buyers were required to pay.
- **Honda of Hollywood** of Los Angeles and **Norm Reeves Honda** of Cerritos: Turned away potential buyers who tried to lease cars advertised as \$0 down.

“For many consumers, buying or leasing a car is one of the most expensive purchases they’ll ever make,” said DCA Director Brian J. Stiger. “It is very important that car dealership advertisements be truthful and do not mislead consumers when they buy, lease and finance their cars.”

The above dealerships have agreed to settle the FTC charges by entering into proposed consent orders that prohibit them from making false advertisement claims for the purchase, financing, or leasing of motor vehicles.

Consumers can contact DCA for information, assistance and to file a complaint here:
County of Los Angeles, Department of Consumer Affairs
500 W. Temple St., Room B-96, Los Angeles, CA 90012
Website: dca.lacounty.gov, Phone: (800) 593-8222