



United States of America
FEDERAL TRADE COMMISSION
Washington, DC 20580

Division of Advertising Practices

August 31, 2017

Keith Hecht
Owner
Auto Transport 123
1614 Grand Ave
Baldwin, NY 11510-1805

Re: Auto Transport 123 (FTC File No. 1723181)

Dear Mr. Hecht:

As you know, staff of the Federal Trade Commission's Division of Advertising Practices conducted an investigation into whether Auto Transport 123 violated Section 5 of the FTC Act, 15 U.S.C. § 45, in connection with its auto transport brokerage services. Our inquiry focused on whether Auto Transport 123 adequately disclosed that the company offered consumers incentives in exchange for five star reviews.

Upon review of the matter, including non-public information submitted to the FTC, we have determined not to recommend enforcement action at this time. Among the factors we considered in making this determination is that, prior to the FTC's inquiry and in response to an FTC enforcement action in a similar matter, the company voluntarily discontinued all activities of concern and related claims.

Staff reminds Auto Transport 123 to ensure that promotional materials for its services comply with FTC Act – in other words, that the company disclose any material connections between Auto Transport 123 and the consumers who review its services. The company has an obligation to ensure that its advertising claims to consumers are truthful and non-deceptive.

This action is not to be construed as a determination that a violation of law did not occur, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

Mary K. Engle
Associate Director for Advertising Practices