

IN THE MATTER OF

AMOCO OIL COMPANY

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF
SEC. 5 OF THE FEDERAL TRADE COMMISSION ACT

Docket C-3655. Complaint, May 7, 1996--Decision, May 7, 1996

This consent order requires, among other things, the Chicago-based corporation to possess competent and reliable scientific evidence to substantiate claims regarding the environmental benefits, engine performance, power, acceleration, or engine cleaning ability of any gasoline.

Appearances

For the Commission: *Michael Dershowitz and Sidney N. Knight.*

For the respondent: *Elroy H. Wolff, Sidley & Austin, Washington, D.C. and James M. Amend, Kirkland & Ellis, Chicago, IL.*

COMPLAINT

The Federal Trade Commission, having reason to believe that Amoco Oil Company, a corporation, hereinafter sometimes referred to as respondent, has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, alleges:

PARAGRAPH 1. Respondent Amoco Oil Company is a Maryland corporation, with its offices and principal place of business located at 200 East Randolph Drive, Chicago, Illinois.

PAR. 2. Respondent Amoco Oil Company has advertised, offered for sale, sold, and distributed gasoline and other petroleum products including Amoco Silver 89 octane gasoline, and Amoco Ultimate 92 and 93 octane gasolines.

PAR. 3. The acts and practices of respondent alleged in this complaint have been in or affecting commerce, as "commerce" is defined in Section 4 of the Federal Trade Commission Act.

PAR. 4. Respondent has disseminated or caused to be disseminated advertisements for Amoco Silver and Amoco Ultimate

gasolines, including but not necessarily limited to the advertisements attached hereto as Exhibits A through I. The aforesaid advertisements contain the following statements and depictions:

A. A television advertisement for Amoco Ultimate:

Announcer: What's clear? Crystal clear Amoco Ultimate.

[Video: Depiction of clear liquid being poured]

What isn't? All other premium gasolines.

[Video: Depiction of colored liquids in laboratory flasks]

What's clear? Amoco Ultimate is the only premium refined an extra step to remove harmful impurities. Harmful impurities you, as a premium user, don't want.

[Video: Depiction of laboratory flask containing a dark colored viscous liquid]

[Super #1: PNA Impurities Simulated]

[Super #2: Based On Reduction In Hydrocarbon Exhaust Emissions From Extra Refining Step.]

What's clear?

Why we do it?

For unsurpassed performance and a cleaner environment. Crystal clear. Crystal clear Amoco Ultimate.

[Exhibit A]

Superscript #1 appears on the screen for approximately 1.5 seconds.

Superscript #2 appears on the screen for approximately 2.5 seconds.

B. A television advertisement for Amoco Ultimate:

Announcer: What's clear? Crystal clear Amoco Ultimate.

[Video: Depiction of clear liquid being poured]

What isn't? All other premium gasolines.

[Video: Depiction of colored liquids in, laboratory flasks]

What's clear? Amoco Ultimate is the only premium refined an extra step to remove harmful impurities other premiums leave in. Impurities that can rob your engine of performance and pollute the air.

[Video: Depiction of laboratory flask containing a dark colored viscous liquid]

[Super: Based On Reduction In Hydrocarbon Exhaust Emissions From Extra Refining Step. PNA Impurities Simulated]

What's Clear? If you use premium, now you have a reason to switch. Crystal clear. Crystal Clear Amoco Ultimate.

[Exhibit B]

Superscript appears on the screen for approximately 2.5 seconds.

C. A television advertisement for Amoco Silver:

Announcer: Hop into Amoco and take the Silver one tank test.

[Video: Depiction of dirty rabbit on top of full gas gauge]

Fill up with one Tankful of Amoco Silver; it'll clean up the filthiest fuel injectors. Not five tankfuls. Not three tankfuls. New and improved Amoco Silver with even more cleaning power does it in just one tankful or your money back.

[Video: Depiction of dirty rabbit becoming clean as fuel gauge goes to empty]

So take the Silver One Tank Test and bring back the acceleration. Bring back the power.

