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October 24, 2011

Richard C. Donohue, Acting Director
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: Magnuson-Moss Warranty Act Rule Review, 16 CFR Part 700, P114406

Dear Director Donohue:

This is in response to the referenced Request for Comment. While the International Association of Lemon Law Administrators ("IALLA") does not have substantive suggestions to offer at this time, we do want to take this opportunity to provide you with additional information regarding Rule 703, and to expressly reserve the right to provide additional information and comments.

IALLA is an association of both U.S. state lemon law administrators and the Canadian Motor Vehicle Arbitration Plan. Our mission is to support and promote the role of government agencies tasked with the responsibility of ensuring an honest, safe and informed marketplace, and to promote consumer and business responsibility in a competitive economy.

As recognized in the "Supplementary Information" portion of the referenced Request for Comment, there are state lemon laws that require a consumer to pursue resolution of a lemon law claim through the manufacturer's informal dispute settlement mechanism ("IDSM") prior to filing an action in state court, so long as the IDSM complies with Rule 703. However, this is not the only way in which state lemon laws have incorporated the provisions of Rule 703. Other states have developed certification programs for manufacturers' IDSMs. In these states, when a manufacturer's IDSM is certified, a consumer must first pursue resolution of a lemon law claim through the IDSM prior to filing the claim with the state-sponsored lemon law arbitration program. Among the criteria for certification of a manufacturer's IDSM in these states is the IDSM's compliance or substantial compliance with the provisions of Rule 703. We must stress that a repeal or change of Rule 703 will also affect those states with certification programs. We hope that the Commission will keep this in mind while considering any proposed change to Rule 703.

Thank you for the opportunity to provide this information. We hope that it will prove helpful in your continued review and consideration of these important issues.

Sincerely,

Carol O. Roberts
Executive Director