



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

May 4, 2012

Mike Sweeney
State of Connecticut

Re: *In the Matter of Key Hyundai of Manchester, LLC, and Hyundai of Milford, LLC*
File No. 112 3204, Docket No. C-4358

Dear Mr. Sweeney:

Thank you for your letter commenting on the Federal Trade Commission's proposed consent agreement in the above referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules Of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

Your comment suggests that there is widespread deception in the auto industry and identifies several other potential consumer issues relating to auto dealers. You state that "the FTC needs to hold the entire auto sales industry accountable." In fact, the purpose of these cases was to hold the five named dealers accountable and to put the industry as a whole on notice that the alleged practices violate the law. A critical purpose of these consent orders is to deter these and other dealers from making similar misrepresentations in the future. In addition, you may be interested to know that the Commission held a series of roundtables in 2011 to examine consumer protection issues regarding auto sales, financing, and leasing more broadly. The Commission currently is reviewing information learned at those roundtables to determine appropriate next steps.

If you are aware of other potential problems for consumers, we urge you to file a complaint at www.FTCcomplaintassistant.gov or call 1-877-FTC-HELP. Your complaint can help us detect patterns of wrongdoing, and lead to investigations and prosecutions. The FTC enters all complaints it receives into Consumer Sentinel, a secure online database that is used by thousands of civil and criminal law enforcement authorities worldwide.

After considering all of the comments it received, the Commission has determined that the public interest would best be served by issuing the Decisions and Orders in final form. The final Decisions and Orders and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your letter.

By direction of the Commission, Commissioner Ohlhausen not participating.

Donald S. Clark
Secretary