



NATIONAL AUTOMOBILE DEALERS ASSOCIATION
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Legal & Regulatory Group

June 22, 2009

Via E-Mail

Office of the Secretary
Federal Trade Commission
Room H-135 (Annex M)
600 Pennsylvania Avenue, NW
Washington, D.C. 20580

Re: Cooling-Off Rule Regulatory Review, 16 CFR 429
Comment, Project No. P087109

Dear Secretary:

The National Automobile Dealers Association (NADA) submits the following brief comment in response to the request for public comment issued by the Federal Trade Commission (Commission) in the above-captioned matter.

NADA represents over 17,000 franchised dealers in all 50 states and the District of Columbia who sell new and used vehicles and engage in service, repair, and parts sales. NADA's members include over 2,000 franchised dealers who sell medium- and/or heavy-duty trucks. Our members collectively employ approximately 1,000,000 people nationwide. A significant number of our members are small businesses as defined by the Small Business Administration. Accordingly, NADA is particularly focused on regulatory changes that will increase the regulatory burden on small businesses.

NADA is not aware of any circumstances that would warrant expanding the Cooling-Off Rule to cover motor vehicle sales at the place of business of a motor vehicle dealer or at the locations described in the Cooling-Off Rule exemption set forth at 16 C.F.R. section 429.3(a). Should the Commission contemplate any such expansion of the rule, NADA requests the opportunity to fully detail the policy considerations against such an expansion, including the significant adverse economic impact this would create on franchised dealers due to the unique nature of the item being sold.

Thank you for considering our comment.

Sincerely,

Paul D. Metrey
Director, Regulatory Affairs