



Office of the Secretary

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

January 28, 2014

GinaKaye Maddox
State of Ohio

Re: *In the Matter of Ganley Ford West, Inc., FTC File No. 122 3269*

Dear Ms. Maddox:

Thank you for 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.

As we understand your comment, you contacted the respondent about a tire advertisement appearing in a local "Entertainment (Coupon) Book" and were informed that the advertisement would not be honored and the actual terms of the offer were different from those that appeared in the advertisement. You do not propose any revisions to the draft complaint or consent agreement. The concerns you raised in your comment can be filed online as a complaint at ftc.gov/complaint, and we encourage you to do so. After consideration of your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the Complaint.

Accordingly, the Commission has determined that the public interest would best be served by issuing the Decision and Order in this matter in final form without modification. The final Decision and Order 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 comment.

By direction of the Commission.

Donald S. Clark
Secretary