

**UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION**

**COMMISSIONERS:**                    **Edith Ramirez, Chairwoman**  
   **Julie Brill**  
   **Maureen K. Ohlhausen**  
   **Joshua D. Wright**

**In the Matter of**

**LUIS ALFONSO SIERRA,  
also d/b/a CASINO AUTO SALES**

**DOCKET NO. C-4434**

**COMPLAINT**

The Federal Trade Commission, having reason to believe that Luis Alfonso Sierra (“respondent”), an individual trading and doing business as Casino Auto Sales, has violated provisions of the Federal Trade Commission Act (“FTC Act”), and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Luis Alfonso Sierra is an individual trading and doing business as Casino Auto Sales with his principal office or place of business at 13025 Valley Boulevard, La Puente, California 91746. Individually, or in concert with others, he formulates, directs, controls, or participates in the policies, acts, or practices alleged in this complaint. Respondent offers automobiles for sale to consumers.
2. The acts or practices of respondent alleged in this complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the FTC Act, 15 U.S.C. § 44.
3. Since at least January 2013, respondent has disseminated or caused to be disseminated advertisements to the public promoting the purchase and finance of automobiles.
4. Respondent has placed advertisements in multiple publications. Respondent has placed such advertisements, for example, in numerous editions of a free advertising circular titled *myautoplus.com*. Each edition of this circular is also made available online at [www.myautoplus.com](http://www.myautoplus.com). A copy of one such advertisement is attached as Exhibit A. Respondent has also placed such advertisements in numerous editions of a free advertising circular titled *autoaviso.com*. A copy of one such advertisement is attached as Exhibit B. The advertisements attached as Exhibits A and B contain the statements and depictions described in Paragraphs 5 and 6 below. Respondent’s other advertisements in *myautoplus.com* and *autoaviso.com* contain substantially similar statements and depictions.
5. Respondent’s advertisements, including but not limited to those attached as Exhibits A and B, include numerous photographs of individual automobiles offered for sale. A price

is prominently displayed immediately below each automobile. For example, Exhibit A features a 2008 Chevy Tahoe LS as follows:



6. Respondent’s advertisements include statements related to the prices of the featured vehicles in small print at the bottom of the advertisements. For example, Exhibit A contains the following statements:

\*Prices after \$5,000 down + Tax, Lic & Doc fees, on approved credit.

\* \* \*

Precios despues de \$5,000 de pago inicial + Tax, Lic. & Doc. En crédito aprobado.

(This statement translated into English means  
“Prices after \$5,000 down + Tax, Lic. & Doc. In  
approved credit.”)

7. Thus, the actual price of each of respondent’s advertised vehicles is \$5,000 more than the dollar amount that is prominently displayed immediately below the vehicle.

## **FEDERAL TRADE COMMISSION ACT VIOLATIONS**

### **Count I**

#### **Misrepresentation Regarding Purchase Price of the Vehicles**

8. In numerous instances, through the means described in Paragraphs 4 and 5, respondent has represented, expressly or by implication, that vehicles are available for purchase at the prices prominently advertised.

9. In truth and in fact, vehicles are not available for purchase at the prices prominently advertised. Consumers must pay an additional \$5,000 to purchase the advertised vehicles. Therefore, respondent's representation as alleged in Paragraph 8 was, and is, false and misleading.
10. Respondent's practices constitute deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

**THEREFORE**, the Federal Trade Commission, this twentieth day of February, 2014, has issued this complaint against respondent.

By the Commission.

Donald S. Clark  
Secretary