

# NEWS FROM SCDCA

SOUTH CAROLINA DEPARTMENT OF CONSUMER AFFAIRS

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## FOR IMMEDIATE RELEASE

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### *SCDCA, Law Enforcement Partners Crackdown on Deception, Fraud in Auto Sales, Financing and Leasing*

**Columbia, SC...**The South Carolina Department of Consumer Affairs (SCDCA), the Federal Trade Commission, and **32** law enforcement partners today jointly announced the results of Operation Ruse Control, a nationwide and cross-border crackdown to protect consumers when they buy a car. The sweep encompasses **252** enforcement actions in the United States, and **65** actions from Canada, with SCDCA contributing **82** actions over the past year.

Actions from the FTC, U.S. Attorney's Office in the Northern District of Alabama, Ontario Motor Vehicle Industry Council, and other partners include enforcement at the federal, state and local level in the U.S., and Ontario, Canada. Enforcement efforts include a range of deceptive advertising charges, criminal automotive loan application fraud, odometer fraud, deceptive add-on fees, deceptive marketing of car title loans, and much more.

As a part of this sweep, SCDCA implemented a multi-faceted campaign to protect consumers and bring about awareness to motor vehicle dealers. In April 2014 SCDCA sent out approximately **2,500** letters to auto dealers to remind them of their responsibilities under the motor vehicle advertising laws. Between April 2014 and March 2015, SCDCA issued **78** enforcement letters addressing **105** violations of state and federal laws, ultimately resulting in **four** fines.

A "classified advertisement" placed in **111** newspapers garnering **2.5** million readers across the state encourage consumers interested in purchasing a new vehicle to take advantage of the educational resources available at SCDCA. Visit [www.consumer.sc.gov](http://www.consumer.sc.gov) and click on the CAR BUYING TIPS button to access *SCDCA's Auto Guide for Consumers*. The FTC also has various resources available for consumers including, *Are Car Ads Taking You for a Ride?* and *Buying and Owning a Car*. Visit [ftc.gov](http://ftc.gov) today to access these materials.

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SCDCA aims to protect consumers from inequities in the marketplace through advocacy, complaint mediation, enforcement and education. To file a complaint or get information on consumer issues, visit [www.consumer.sc.gov](http://www.consumer.sc.gov) or call toll-free, 1.800.922.1594.

***Connect with us:***

