



Office of the Secretary

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

May 1, 2014

Benjamin Cenatus
State of Florida

Re: *Nissan North America, Inc., File No. 122 3010, Docket No. C-4454*

Dear Mr. Cenatus:

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.

In your comment, you state that you believe that the Nissan Frontier "Hill Climb" commercial was deceptive if Nissan was representing the Frontier's strength in order to raise the price of the vehicle.