

Synopsis of Federal Trade Commission Decisions  
Which Are Relevant to Automobile Rental Practices

1. The Federal Trade Commission has determined that it is an unfair or deceptive practice, in advertising or contracting for the rental of cars, for the renter to fail to accentuate in the same degree every term of a car rental offer or contract, so that no charge or condition relating to a rental may be reasonably overlooked. 1/

In particular, where specific price terms are mentioned in an advertisement, the advertisement must note, in equally conspicuous fashion, all other rental charges which the consumer may be required to pay, to ensure that the consumer will not be deceived by the advertisement as to the costs of renting the car.

2. The Federal Trade Commission has determined that "bait and switch" practices are unfair practices. See, e.g., *13.452 0 To Sys) E f*, *11. C. Tf ( ) Tj / TT1 1 5f 0.0007 Tc 1.051 0*

(1973), affirmed, *11. C. Tf ( ) Tj / TT1 1 5f 0.0007 Tc 1.051 0*

Liquidators, 85 F.T.C.274 (1975).

3/ Opinion of the Commission in *Aluminum Industries, Inc. d/b/a Southern Co., Inc.*, 67 F.T.C. 1, 7, 9 (1965); *Wilbanks Carpet Specialists, Inc.*, 84 F.T.C.510, (1974); *Southern States Distributing Co.*, 83 F.T.C.1126, 1162 (1973); *Seekonk Meats, Inc.*, 82 F.T.C.1025, 1055-1056 (1973); *Lawrence TV Corp.*, 73 F.T.C.687 (1968).

This is a transcript of Synopsis of Federal Trade Commission Decisions Which Are Relevant to Automobile Rental Practices. The transcript was created April 1973.



