

# DECEPTIVE CAR ADS

Some auto dealers put tempting promises in their ads. But when you try to close the deal, it's another story.



## Common ads & what they might hide

**LOW, LOW PRICE!**

### What's missing?

They require a downpayment, plus fees hidden in the fine print.

**Only \$99/ Month**

### What's missing?

Advertised payments are temporary and "balloon" later.

**zero or low-rate loans**

### What's missing?

That advertised low rate sounds great – but when you go to sign the contract, you learn it doesn't apply to you.

**YOU WON!**

### What's missing?

The prize. It's just a way to get you into the showroom.

## What to do

Walk away from any dealer whose up-front offer comes with a back-end surprise.

File a complaint at [ftc.gov/complaint](http://ftc.gov/complaint).