

# The FTC C.A.R.S. Rule

COMBATING AUTO RETAIL SCAMS

Virtual  
Consumer  
Advocacy Week  
2024

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## What does the rule do?

### REQUIRES DEALERS TO:

#### Offering Price

Provide the honest price of the car up front to consumers

#### Monthly Payment Comparison

Tell consumers when lower monthly payments mean a higher price

#### Total of Payments

Tell consumers the full cost of the car, rather than focusing on monthly payments

### BANS DEALERS FROM:

#### Scamming Military Servicemembers

Lying about their affiliation with the military or other government agencies

#### Junk Fees

Selling add-ons that provide zero benefits

#### Hidden Charges

Charging for any item without express informed consent

## C.A.R.S. Rule Benefits



**\$3.4 BILLION**  
saved by consumers



**FAIR  
COMPETITION**  
for honest dealers



**2 HOURS**  
of time saved per  
car purchase



**MONEY BACK**  
to people scammed  
by car dealers



**MORE TRUST**  
in a transparent  
process

# Who Supports the C.A.R.S. Rule?



## CONSUMERS

tens of thousands have supported the rule

“I strongly support these revised rules. An honest, upfront dealer would surely get (and keep) my business.”

“They added on three products that cost me more money and gave me no benefits. Dealerships should not be able to add on these useless products and force consumers to pay for them.”

“My parents are elderly and wanted to be ‘independent’ with the car buying process... [but] the agreed upon price with the dealership was not what was listed on the contract... and [were] tricked into signing the extra warranty for \$599.”

“I am a dealership parts manager... NADA wants me to object to your proposed regulation, however I completely agree with your proposal and applaud your attempt to take action on consumer rights.”

“I work as a salesperson at a local... dealership... Currently, dealerships across the US, including the one I work for, have made the car buying process needlessly confusing, expensive, and frustrating by engaging in false advertising and hidden add-on products.”



## HONEST DEALERS

across the country  
have voiced support



## SERVICEMEMBERS

are tired of being scammed

“As a young Marine stationed in a military town I was taken advantage of by a dealership when purchasing my first car. It set me back financially for years.”

“As a former member of the Military, the amount of scams and horror stories I have heard regarding young service members buying cars is absurd.”