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NEW YORK CITY'S DEPARTMENT OF CONSUMER AFFAIRS BLASTS BUSINESSES FOR BOGUS FUEL PROMOTIONS

City Seeks Maximum Fines, Customer Restitution From National Fuelsaver and City World Toyota

The New York City Department of Consumer Affairs (DCA) today announced charges against City World Toyota and National Fuelsaver Corp. for advertising deceptive "free gas" promotions and bogus "fuel-saving" products to New York City residents.

The Department's charges, part of an aggressive and ongoing investigation of gas promotions advertised throughout the City, reflect the City's focus on businesses seeking to take illegal advantage of the high cost of gas.

"New Yorkers forced to pay top dollar for gas this summer deserve truthful advertising, not false come-on's," said Consumer Affairs Commissioner Jonathan Mintz. "Any car dealership, gas station or other business that illegally preys on consumers' concerns about high gas prices will answer to us."

DCA charged City World Toyota (Bronx, NY) with violating the law when they deceptively and repeatedly advertised their "\$500 Gas Card With Every Purchase" promotion. In truth, said the Department, the promotion applied only to the few vehicles pictured in the advertisement. Fine print footnotes that substantially qualify bold headlines are illegal under the City's landmark Consumer Protection Law, considered one of the strongest in the country.

DCA also charged National Fuelsaver Corp. (Newton, MA) for violating the City's Consumer Protection Law when it boasted fuel-efficiency increases of 22 percent for its Platinum Gas Saver product and touted a government agency endorsement. Both these claims were false, the Department charged, citing information from both the Environmental Protection Agency (EPA) and Federal Trade Commission.

DCA will seek restitution on behalf of customers of City World Toyota who purchased automobiles on promotion weekends between May and June 2008 but did not receive \$500 gas cards, and for National Fuelsaver Corp customers who purchased the Platinum Gas Saver.

DCA urges New York City customers of City World Toyota and National Fuelsaver Corp. to file a complaint by calling 311 or by completing its online complaint form at www.nyc.gov/consumers.

DCA enforces the Consumer Protection Law and other related business laws throughout New York City. Ensuring a fair and vibrant marketplace for consumers and businesses alike, DCA licenses more than 60,000 businesses in 55 different categories. Through targeted outreach, partnerships with community and trade organizations, and informational materials, DCA educates consumers and businesses about their rights and responsibilities. For more information, call 311 or visit DCA online at