

Better Business Bureau Cautions Consumers about Misleading Advertising

For Immediate Release

KANSAS CITY, MO April 15, 2008--

The Better Business Bureau cautions consumers about misleading advertising tactics regarding Chad Franklin Suzuki. A new and used car dealership located on 6801 State Ave, Kansas City, KS. The BBB has logged 17 complaints since the first of the year, and of those, 9 have been submitted in the last month.

Complaints are originating from the company's offer of a program that allows a consumer to pay \$43 a month, anywhere from six months to a year, to purchase a car. At the end of the specified time, they are told they can trade in the car for any other car on the lot where a rebate will pay for the down payment. At the end of the program when consumers are ready to trade in the first car, they have found the dealership will only sell a car of equal or greater value which was not the only option given consumers at the beginning of the program. Trading in the cars will make the consumers upside down in their loans that the rebates will not pay for. One of the programs offered was that the dealership pays the car payment for a set amount of time. The consumers allege that the first two payments were made and then stopped, causing the consumer to make the payments along with the agreed amount set at the beginning of their program.

The Operations Manager, Steven C. Spriggs states in a letter to the BBB on April 9, 2008 that the customers purchase a vehicle and up to the first six months of the loan the payments are reduced to what is advertised that particular month, of course, subject to the lenders final approval. After that initial reduced payment period is over they are then responsible to make the original payment terms that they agreed upon and signed. "All of our customers are explained this and it is made very clear to them. Every ad we run has a very lengthy and detailed disclaimer in the ad as well."

The BBB wants to urge consumers to please read and understand any disclaimers and contracts before signing and agreeing to anything.

For more information contact your BBB at (816)421-7800 or visit our website for a full report www.kansascity.bbb.org