

District Attorney Marc Bennett
18th Judicial District of Kansas



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For Immediate Release, February 9, 2015

WICHITA, KAN. – The District Attorney’s office has taken an enforcement action against a car dealership, Laird Noller Automotive of Hutchinson, Inc., for deceptive advertising.

The dealership scheduled a television advertisement to air for three consecutive days in January 2014 on 20 different occasions. The ad showed two different employees, both licensed salespersons and one also a general manager, with voiceovers that represented if a consumer dealt with either of these individuals, he would not have to go to the dealerships to purchase their next car or truck.

The DA maintained the ad was deceptive because if a consumer employed the services of either of the two employees, the consumer would, in fact deal with a dealership. The dealership, Laird Noller of Hutchinson, entered into a consent judgment with the District Attorney’s Office whereby it agreed to pay \$18,000; by statute, the consent judgment is not deemed an admission of any violations by the dealership.

For further information, please contact Chief Attorney for the Consumer Protection Division Sharon Werner at 660-3655.

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