

STATE OF MAINE
KENNEBEC, SS.

SUPERIOR COURT

STATE OF MAINE,)	
)	
Plaintiff)	
)	
v.)	ASSURANCE OF DISCONTINUANCE
)	
GRAY FORD SALES, INC.,)	
)	
Defendant)	

INTRODUCTION

1. Pursuant to the Unfair Trade Practices Act, 5 M.R.S.A. §§ 206-214 (1979 & Supp. 1985), the Attorney General has examined the body shop repair practices of Gray Ford Sales, Inc. ("Gray Ford").

FINDINGS OF THE ATTORNEY GENERAL

2. Gray Ford is a Maine corporation which conducts a new and used car dealership in Farmington, Maine. As part of its customer services, Gray Ford repairs motor vehicles that have suffered body damage.

3. In the opinion of the Attorney General, Gray Ford during approximately the months of June, 1985 through December, 1985 misrepresented to its body repair customers that new parts would be used in the repair of the motor vehicle when in fact Gray Ford installed reconditioned or used parts.

ASSURANCE OF DISCONTINUANCE

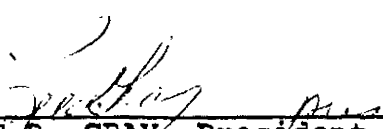
WHEREFORE, Gray Ford, pursuant to 5 M.R.S.A. § 210 (1979), while denying the legal and factual allegations of the Department of the Attorney General, assures the Attorney General that Gray Ford, its successors and assigns, and any persons acting for Gray Ford or under its control, will refrain from misrepresenting to any person that new body parts will be or have been used in the repair of a motor vehicle when the Defendant will install or has installed reconditioned or used parts in the repair of the motor vehicle.

Gray Ford also agrees to provide restitution in the total amount of \$2,510.67 to the body shop customers listed in Appendix A to this Assurance of Discontinuance. Restitution is based on the difference between the estimated retail price of the new parts and the retail price of the used or reconditioned parts actually installed.


Finally, Gray Ford agrees to pay within 30 days from the date this document is entered into the cost of the Attorney General's investigation of this matter in the amount of \$400.00.

FOR GRAY FORD SALES, INC.:

FOR THE STATE OF MAINE:



LEE R. GRAY, President
Gray Ford Sales, Inc.



JAMES A. MCKENNA
Assistant Attorney General
Consumer & Antitrust Division
State House Station 6
Augusta, Maine 04333
207) 289-3661

Dated:

1/2/87

Dated:

1/29/87

APPENDIX A

<u>Customer Name</u>	<u>Restitution</u>
1. Rodney Farmer Farmington, Maine	\$119.67
2. Steve Begin Jackman, Maine	\$553.00
3. E. Finelli Farmington, Maine	\$1, ¹ 2 36.62
4. Olive Hodgkins Farmington, Maine	\$493.33
5. Applicator Brush Co. Inwood, New York	\$108.00