



RV News publishes Hudson Cook article on advertising malpractice

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In the April 2019 issue of *RV News* magazine, [Eric Johnson](#) and [Tom Hudson](#) caution RV dealers to look closely at their advertising, especially with the ongoing Federal Trade Commission (FTC) enforcement efforts. In addition to Operation Steer Clear and Operation Ruse Control, the FTC has announced several dozen other advertising enforcement issues over the last few years.

Eric and Tom remind dealers that there are many resources available to help with compliance efforts. The National Automobile Dealers Association (NADA) offers A Dealer Guide to Federal Advertising Requirements, with examples of "good" and "bad" ads, and chapters on various federal advertising topics. The guide is available to both members and non-members, with similar guidance offered by many state dealer associations as well. Your compliance officer should have the education and resources needed to review and approve the dealership's advertising practices.

Eric Johnson assists national and state banks, savings associations, credit unions, mortgage bankers, other licensed lenders, motor vehicles dealers and automotive finance companies in the development and maintenance of nationwide consumer mortgage and automobile finance programs; online motor vehicle sales programs; litigation funding programs; and electronic payment programs. Tom Hudson is a founding partner of Hudson Cook, now Of Counsel to the firm, and has practiced consumer financial services law since 1973. He has focused his practice on matters relating to [vehicle financing and leasing](#).

[Click here](#) to read the *RV News* article on pages 102-103.

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