

Case number:	Vj-41/2005/15
Short title (party, conduct, type of case):	Auchan Magyarország Kft. – advertising, deception – deception of consumer
Type of case:	Deception of consumers
Description:	Auchan issued an advertising newspaper in which some of the listed old prices of the discounted goods were not those which were charged before the discount was announced. In its several stores these goods were sold at higher prices than those advertised. Auchan also claimed its goods marked “cheapest” to be the best offers available on the market, but could not guarantee to fulfil this promise. In one occasion it made a false allegation on one of the discounted goods.
Decision:	The Competition Council stated the advertisement of the undertaking deceived consumers and violated the Hungarian Competition Act. It fined Auchan HUF 4 Million.
Date:	21 June 2005