### UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF NEW YORK

CHRISTOPHER ULRICH, individually and on behalf of all others similarly situated,

Plaintiff,

v.

SMITH HAVEN CHRYSLER,

Defendant.

NO.

CLASS ACTION COMPLAINT FOR DAMAGES AND INJUNCTIVE RELIEF

**DEMAND FOR JURY** 

Plaintiff Christopher Ulrich, by his undersigned counsel, for this class action Complaint against Defendant Smith Haven Chrysler, and its present, former, or future direct and indirect parent companies, subsidiaries, affiliates, agents, and/or other related entities (hereinafter referred to as "Defendant" or "Smith Haven"), alleges as follows:

### I. INTRODUCTION

1. <u>Nature of Action</u>. Plaintiff, individually and as a class representative for all others similarly situated, brings this action against Defendant for violations of the Telephone Consumer Protection Act, 47 U.S.C. § 227 et seq. ("TCPA").

#### II. PARTIES

- 2. Plaintiff Christopher Ulrich is a citizen of the State of New York and resides in Nassau County.
- 3. Defendant is a corporation with its principal place of business in St. James, New York. Smith Haven is registered to do business, and does business, in New York.

### III. JURISDICTION AND VENUE

4. This Court has subject matter jurisdiction over Plaintiff's TCPA claims pursuant to 28 U.S.C. § 1331 because Plaintiff's TCPA claims arise under the laws of the United States, specifically 47 U.S.C. § 227.

- 5. This Court has personal jurisdiction over Defendant because it does business in the State of New York, and the wrongful acts alleged in this Complaint were committed in New York.
- 6. Venue is proper in this District pursuant to 28 U.S.C. § 1391(b)(2) because Plaintiff resides in this District and a substantial part of the events or omissions giving rise to Plaintiff's claims occurred in this District.

### IV. THE TELEPHONE CONSUMER PROTECTION ACT OF 1991, 47 U.S.C. § 227

- 7. In 1991, Congress enacted the TCPA in response to a growing number of consumer complaints regarding certain telemarketing practices.
- 8. The TCPA makes it unlawful "to make any call (other than a call made for emergency purposes or made with the prior express consent of the called party) using an automatic telephone dialing system or an artificial or prerecorded voice ... to any telephone number assigned to a ... cellular telephone service." See 47 U.S.C. § 227(b)(1)(A)(iii). The TCPA provides a private cause of action to persons who receive calls in violation of 47 U.S.C. § 227(b)(1)(A). See 47 U.S.C. § 227(b)(3).
- 9. The TCPA also makes it unlawful for any entity to send more than one text message in a 12-month period to any number that is registered with the National Do-Not-Call Registry or that entity's company specific do-not-call list. See 47 U.S.C. § 227(c)(5); 47 C.F.R. § 64.1200(c)(2) & (d). The TCPA provides a private cause of action to persons receiving such texts in violation of 47 U.S.C. § 227(c)(5).
- 10. The Federal Communication Commission promulgated regulations "generally establish that the party on whose behalf a solicitation is made bears ultimate responsibility for any violations." *See* Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991, Memorandum and Order, 10 FCC Rcd. 12391, 12397 ¶ 13 (1995).
- 11. The FCC confirmed this principle in 2013, when it explained that "a seller ....
  may be held vicariously liable under federal common law principles of agency for violations of

either section 227(b) or section 227(c) that are committed by third-party telemarketers." See In the Matter of the Joint Petition Filed by Dish Network, LLC, 28 F.C.C. Rcd. 6574, 6574 (2013).

### V. FACTUAL ALLEGATIONS

- 12. Defendant Smith Haven is an automobile dealership located on Long Island. Part of Defendant's strategy for increasing sales involves the use of an automatic telephone dialing system ("ATDS") to send text messages to solicit business.
- 13. Defendant sends text messages using ATDS equipment and software to cellular telephones whose owners have not provided prior express consent to receive such texts ("Spam Texts"). Mr. Ulrich received such text messages without providing any type of prior consent.

### A. Factual Allegations Regarding Mr. Ulrich

- 14. Beginning in or around March of 2017, Mr. Ulrich began receiving Spam Text messages on his cellular telephone from, or on behalf of, Defendant.
- 15. The Spam Text messages were from the phone number 631-315-2427 and consisted of invitations to visit Smith Haven to purchase a vehicle. Examples of the Spam Texts are below:



Sat, Jun 17, 4:23 PM

HI its JJ here from the smith haven auto group!
Did you hear that we are home of the real deal? well come and see for yourself! call me to set apt 6315322843

Thu, Jun 22, 3:02 PM

J here Huge Savings at Smithhaven and end of month sales Beginning. are you interested in getting a great deal on a new Vehicle? 631-532-2843

Wed, Jun 28, 7:16 PM







Text Message



●●●● AT&T M-Cell 🕏

4:48 PM









+1 (631) 315-2427

MONTH!! BIG SAVINGS CALL ME 631-532-2843!!!!!!!!!! ASK FOR JJ

Mon, Jul 17, 8:34 PM

JJ here from smith haven>did you hear about all the savings at smith haven>call me 631-532-2843 ask for JJ

Fri, Jul 28, 4:38 PM

HI it JJ its the big push to the end of the month and there only 4 days left!get a end of the month at the home of the real deal!call me to set apt631-532-2843







Text Message



- 16. The Spam Text messages direct the recipient to call 631-532-2843, which is Smith Haven's telephone number.
- 17. Mr. Ulrich did not provide prior express written consent to receive Spam Text messages on his cellular telephone from, or on behalf of, Defendant.
- 18. Mr. Ulrich has received at least 11 Spam Text messages on his cellular telephone from, or on behalf of, Defendant.
  - 19. Defendant is responsible for sending the above-described Spam Text messages.
- 20. Defendant has sent a significant number of Spam Text messages to persons in New York and throughout the United States.
- 21. Defendant intends to continue to send similar Spam Text messages to persons in New York and throughout the United States.

### VI. CLASS ACTION ALLEGATIONS

22. <u>Class Definition</u>. Pursuant to Federal Rule of Civil Procedure 23(b)(2) and (b)(3), Plaintiff brings this case as a class action on behalf of the following class (the "Class" or "Spam Text Class"):

The Spam Text Class: All persons in the United States who: (a) received a text message sent by Defendant and/or a third party acting on Defendant's behalf; (b) promoting Defendant's goods or services; (c) on their cellular telephone line; (d) that were sent using an automatic telephone dialing system; and (e) at any time in the period that begins four years before the date of filing this Complaint to trial.

Excluded from Class are Defendant, any entity in which Defendant has a controlling interest or that has a controlling interest in Defendant, and Defendant's legal representatives, assignees, and successors.

23. <u>Numerosity</u>. The Class is so numerous that joinder of all members is impracticable. On information and belief, the Class has thousands of members.

- 24. <u>Commonality</u>. There are numerous questions of law and fact common to Plaintiff and members of the Classes. These common questions of law and fact include, but are not limited to, the following:
- a. Whether Defendant and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf violated 47 U.S.C. § 227(b)(1)(A)(iii) by sending unsolicited text messages to the cellular telephone numbers of Mr. Ulrich and the Spam Text Class;
- b. Whether Defendant is liable for third parties sending unsolicited text messages promoting Defendant's products and/or services made by Defendant's affiliates, agents, and/or other persons or entities acting on Defendant's behalf;
- c. Whether Defendant and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf knowingly and/or willfully violated 47 U.S.C. § 227(b)(1)(A)(iii) by sending text messages to the cellular telephone numbers of Mr. Ulrich and the Spam Text Class, thus entitling Mr. Ulrich and the Spam Text Class to up to treble damages; and,
- d. Whether Defendant and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf should be enjoined from violating the TCPA in the future.
- 25. <u>Typicality</u>. Plaintiff's claims are typical of the claims of the Class. Plaintiff's claims, like the claims of Class, arise out of the same common course of conduct by Defendant and are based on the same legal and remedial theories.
- 26. Adequacy. Plaintiff will fairly and adequately protect the interests of the Class. Plaintiff has retained competent and capable attorneys with significant experience in complex and class action litigation, including consumer class actions and TCPA class actions. Plaintiff and his counsel are committed to prosecuting this action vigorously on behalf of the Class and have the resources to do so. Neither Plaintiff nor their counsel have interests that are contrary to or that conflict with those of the proposed Class.

- 27. <u>Predominance</u>. Defendant has engaged in a common course of conduct toward Plaintiff and members of the Class. The common issues arising from this conduct that affect Plaintiff and members of the Class predominate over any individual issues.
- 28. Superiority. A class action is the superior method for the fair and efficient adjudication of this controversy. Classwide relief is essential to compel Defendant to comply with the TCPA. The interest of members of the Class in individually controlling the prosecution of separate claims against Defendant is small because the damages in an individual action for violation of the TCPA are small. Management of these claims is likely to present significantly fewer difficulties than are presented in many class claims because the text messages at issue are all automated. Class treatment is superior to multiple individual suits or piecemeal litigation because it conserves judicial resources, promotes consistency and efficiency of adjudication, provides a forum for small claimants, and deters illegal activities. There will be no significant difficulty in the management of this case as a class action.
- 29. <u>Injunctive and Declaratory Relief Appropriate</u>. Defendant has acted on grounds generally applicable to the Class, thereby making final injunctive relief and corresponding declaratory relief with respect to the Class appropriate on a classwide basis. Moreover, on information and belief, Plaintiff allege that the text messages sent by Defendant and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf that are complained of herein are substantially likely to continue in the future if an injunction is not issued.

## VII. FIRST CLAIM FOR RELIEF (Violation of the Telephone Consumer Protection Act, 47 U.S.C. § 227(b)(1)(A) – On Behalf of the Spam Text Class)

- 30. Plaintiff realleges and incorporates by reference each and every allegation set forth in the preceding paragraphs.
- 31. The foregoing acts and omissions of Defendant and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf constitute numerous and multiple

violations of the TCPA, 47 U.S.C. § 227(b)(1)(A)(iii), by sending unsolicited commercial text messages to the cellular telephone numbers of Mr. Ulrich and members of the Spam Text Class.

- 32. As a result of Defendant's (and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf) violations of the TCPA, 47 U.S.C. § 227(b)(1)(A)(iii), Mr. Ulrich and members of the Spam Text Class presumptively are entitled to an award of \$500 in damages for each Spam Text, pursuant to 47 U.S.C. § 227(b)(3)(B).
- 33. Mr. Ulrich and members of the Spam Text Class are also entitled to and do seek injunctive relief prohibiting Defendant and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf from violating the TCPA, 47 U.S.C. § 227(b)(1)(A), by sending unsolicited commercial text messages to cellular telephone numbers in the future.

# VIII. SECOND CLAIM FOR RELIEF (Knowing and/or Willful Violations of the Telephone Consumer Protection Act, 47 U.S.C. § 227(b)(1)(A) – On Behalf of the Spam Text Class)

- 34. Plaintiff realleges and incorporates by reference each and every allegation set forth in the preceding paragraphs.
- 35. The foregoing acts and omissions of Defendant and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf constitute numerous and multiple knowing and/or willful violations of the TCPA, 47 U.S.C. § 227(b)(1)(A)(iii), by sending unsolicited text messages to the cellular telephone numbers of Mr. Ulrich and members of the Spam Text Class.
- 36. As a result of Defendant's (and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf) knowing and/or willful violations of the TCPA, 47 U.S.C. § 227(b)(1)(A)(iii), Mr. Ulrich and members of the Spam Text Class are entitled to damages of up to \$1,500 for each and every text call, pursuant to 47 U.S.C. § 227(b)(3).
- 37. Mr. Ulrich and members of the Spam Text Class are also entitled to injunctive relief prohibiting Defendant and/or its affiliates, agents, and/or other persons or entities acting on Defendant's behalf from violating the TCPA, 47 U.S.C. § 227(b)(1)(A)(iii), by sending unsolicited commercial text messages to cellular telephone numbers in the future.

### IX. PRAYER FOR RELIEF

WHEREFORE, Plaintiff, on his own behalf and on behalf of the members of the Spam Text Class, prays for judgment against Defendant as follows:

- A. Certification of the proposed Class;
- B. Appointment of Mr. Ulrich as the representative of the Class;
- C. Appointment of Mr. Ulrich's counsel as counsel for the Class;
- D. A declaration that Defendant and/or its affiliates, agents, and/or other related entities' actions complained of herein violate the TCPA;
- E. An order enjoining Defendant and/or its affiliates, agents, and/or other related entities, as provided by law, from engaging in the unlawful conduct set forth herein;
- F. An award to Plaintiff and the Class of damages and treble damages as allowed by the TCPA;
- G. An award to Plaintiff and the Class of attorneys' fees and costs, as allowed by law and/or equity;
  - H. Leave to amend this Complaint to conform to the evidence presented at trial; and
- I. Orders granting such other and further relief as the Court deems necessary, just, and proper.

### X. DEMAND FOR JURY

Plaintiff demands a trial by jury for all issues so triable.

RESPECTFULLY SUBMITTED AND DATED this \_\_\_\_ day of October, 2017.

LEEDS BROWN LAW, P.C.

By:

LEEDS BROWN LAW, P.C.

Jeffrey K. Brown

One Old Country Road, Suite 347 Carle Place, New York 11514

Tel: (516) 873-9550 Fax: (516) 747-5024

Attorneys for Plaintiff and the Class

-and-

Adam Gonnelli 85 Civic Center Plaza, Suite 104 Poughkeepsie, New York 12601

Tel: (845) 483-7100 Fax: (888) 749-7747

Attorneys for Plaintiff and the Class

### Case 2:17-cv-06959 Document 2-0 VER 311/29/17 Page 1 of 2 PageID #: 12

provided by local rules of court purpose of initiating the civil de	t. This form, approved by the	he Judicial Conference of t	the United States in September 1 THIS FORM.)	1974, is required for the use of	the Clerk of Court for the
I. (a) PLAINTIFFS			DEFENDANTS		
CHRISTOPHER ULRICH	1		SMITH HAVEN C	HRYSLER	
<b>(b)</b> County of Residence of (E.	of First Listed Plaintiff Name of Name 1	Jassau ISES)	County of Residence of First Listed Defendant Suffolk  (IN U.S. PLAINTIFF CASES ONLY)  NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.		
(c) Attorneys (Firm Name, Leeds Brown Law, P.C. One Old Country Road, Starle Place, New York 1	Suite 347	r)	Attorneys (If Known)		
II. BASIS OF JURISDI	ICTION (Place an "X" in O	ne Box Only)	I. CITIZENSHIP OF P	RINCIPAL PARTIES	(Place an "X" in One Box for Plaint
☐ 1 U.S. Government		(For Diversity Cases Only)  PTF  DEF  Citizen of This State  D 1  Incorporated or Principal Place  of Business In This State			
☐ 2 U.S. Government Defendant	☐ 4 Diversity (Indicate Citizenshi)	ip of Parties in Item III)	Citizen of Another State	2	1
			Citizen or Subject of a Foreign Country	3 🗖 3 Foreign Nation	□ 6 □ 6
IV. NATURE OF SUIT		nly)	FORFEITURE/PENALTY	Click here for: Nature of BANKRUPTCY	of Suit Code Descriptions. OTHER STATUTES
□ 110 Insurance □ 120 Marine □ 130 Miller Act □ 140 Negotiable Instrument □ 150 Recovery of Overpayment & Enforcement of Judgment □ 151 Medicare Act □ 152 Recovery of Defaulted Student Loans (Excludes Veterans) □ 153 Recovery of Overpayment of Veteran's Benefits □ 160 Stockholders' Suits □ 190 Other Contract □ 195 Contract Product Liability □ 196 Franchise    REAL PROPERTY □ 210 Land Condemnation □ 220 Foreclosure □ 230 Rent Lease & Ejectment □ 240 Torts to Land □ 245 Tort Product Liability □ 290 All Other Real Property	PERSONAL INJURY  310 Airplane 315 Airplane Product Liability 320 Assault, Libel & Slander 330 Federal Employers' Liability 340 Marine 345 Marine Product Liability 350 Motor Vehicle Product Liability 360 Other Personal Injury 362 Personal Injury - Medical Malpractice CIVIL RIGHTS 440 Other Civil Rights 441 Voting 442 Employment 443 Housing/ Accommodations 445 Amer. w/Disabilities - Employment 446 Amer. w/Disabilities - Other 448 Education	PERSONAL INJURY  365 Personal Injury - Product Liability  367 Health Care/ Pharmaceutical Personal Injury Product Liability  368 Asbestos Personal Injury Product Liability  368 Asbestos Personal Injury Product Liability  PERSONAL PROPERTY  370 Other Fraud  371 Truth in Lending  380 Other Personal Property Damage  7385 Property Damage  Product Liability  PRISONER PETITIONS  Habeas Corpus:  463 Alien Detainee  510 Motions to Vacate Sentence  530 General  535 Death Penalty  Other:  540 Mandamus & Other  550 Civil Rights  550 Civil Detainee - Conditions of Confinement	☐ 625 Drug Related Seizure of Property 21 USC 881 ☐ 690 Other	□ 422 Appeal 28 USC 158 □ 423 Withdrawal 28 USC 157  PROPERTY RIGHTS □ 820 Copyrights □ 830 Patent □ 835 Patent - Abbreviated New Drug Application □ 840 Trademark  SOCIAL SECURITY □ 861 HIA (1395ff) □ 862 Black Lung (923) □ 863 DIWC/DIWW (405(g)) □ 864 SSID Title XVI □ 865 RSI (405(g))  FEDERAL TAX SUITS □ 870 Taxes (U.S. Plaintiff or Defendant) □ 871 IRS—Third Party 26 USC 7609	□ 375 False Claims Act □ 376 Qui Tam (31 USC
VI. CAUSE OF ACTION  VII. REQUESTED IN COMPLAINT:  VIII. RELATED CASION	Cite the U.S. Civil State Telephone Consumpted description of call Violations of the State Court	Appellate Court utute under which you are fumer Protection Act, 4 use: Telephone Consumer IS A CLASS ACTION 3, F.R.Cv.P.	4 Reinstated or Reopened 5 Transfe Anothe (specify) Filing (Do not cite jurisdictional state of the control of	cr District Litigation Transfer tutes unless diversity):  . § 227, et seq.  CHECK YES only  JURY DEMAND	- Litigation - Direct File
$\frac{\text{IF ANY}}{\text{DATE}}$	(	JUDGE DOCKET NUMBER SIGNATURE OF ATTORNEY OF RECORD			
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FOR OFFICE USE ONLY	MOLDET	ADDI VING IED	HIDCE	MAC HIT	

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### Case 2:17-cv-06959 Document 1-1 Filed 11/29/17 Page 2 of 2 PageID #: 13

### CERTIFICATION OF ARBITRATION ELIGIBILITY

Local Arbitration Rule 83.10 provides that with certain exceptions, actions seeking money damages only in an amount not in excess of \$150,000, exclusive of interest and costs, are eligible for compulsory arbitration. The amount of damages is presumed to be below the threshold amount unless a certification to the contrary is filed.

I, Jeffrey ineligib	ble for compulsory arbitration for the following reason(s):  do h	nereby certify that the above captioned civil action is						
	monetary damages sought are in excess of \$150,000, ex	monetary damages sought are in excess of \$150,000, exclusive of interest and costs,						
	☐ the complaint seeks injunctive relief,							
	☐ the matter is otherwise ineligible for the following rea	son						
	DISCLOSURE STATEMENT - FEDERAL RULES CIVIL PROCEDURE 7.1							
	Identify any parent corporation and any publicly held corporation	oration that owns 10% or more or its stocks:						
	RELATED CASE STATEMENT (Section VIII on the Front of this Form)							
provides because t same jud case: (A)	ist all cases that are arguably related pursuant to Division of Business Rule 50 s that "A civil case is "related" to another civil case for purposes of this guidel the cases arise from the same transactions or events, a substantial saving of judge and magistrate judge." Rule 50.3.1 (b) provides that "A civil case shall not) involves identical legal issues, or (B) involves the same parties." Rule 50.3.1 (ge to determine otherwise pursuant to paragraph (d), civil cases shall not be defined by the same parties.	ine when, because of the similarity of facts and legal issues or idicial resources is likely to result from assigning both cases to the of the deemed "related" to another civil case merely because the civil (c) further provides that "Presumptively, and subject to the power						
	NY-E DIVISION OF BUSINESS RULE 50.1(d)(2)							
1.)	Is the civil action being filed in the Eastern District removed from a County: No	New York State Court located in Nassau or Suffolk						
2.)	If you answered "no" above: a) Did the events or omissions giving rise to the claim or claims, or a County? Yes	substantial part thereof, occur in Nassau or Suffolk						
	b) Did the events or omissions giving rise to the claim or claims, or a District? Yes	a substantial part thereof, occur in the Eastern						
Suffolk	answer to question 2 (b) is "No," does the defendant (or a majority of County, or, in an interpleader action, does the claimant (or a majority olk County?	of the claimants, if there is more than one) reside in Nassau						
(Note: A corporation shall be considered a resident of the County in which it has the most significant contacts).								
	BAR ADMISSIO							
I am cur	rrently admitted in the Eastern District of New York and currently a m	ember in good standing of the bar of this court.						
Are you	u currently the subject of any disciplinary action (s) in this or any other  Yes (If yes, please explain) No	state or federal court?						
I certify	y the accuracy of all information provided above.							
Signatu	ure:_/S/							

## UNITED STATES DISTRICT COURT

for the

Eastern District of New York

Eastern Dis	strict of New York				
CHRISTOPHER ULRICH, individually and on behalf of all others similarly situated,	) ) )				
Plaintiff(s)	)				
V.	Civil Action No.				
SMITH HAVEN CHRYSLER	)				
S S S S	) )				
Defendant(s)	)				
SUMMONS IN A CIVIL ACTION					
To: (Defendant's name and address) See Defendants List.					
A lawsuit has been filed against you.  Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ. P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff or plaintiff's attorney, whose name and address are:  Leeds Brown Law, P.C.  One Old Country Road, Suite 347  Carle Place, New York 11514					
If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.  DOUGLAS C. PALMER  CLERK OF COURT					
Date:					
	Signature of Clerk or Deputy Clerk				

AO 440 (Rev. 06/12) Summons in a Civil Action (Page 2)

Civil Action No.

### PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 4 (l))

was ra	This summons for (no ceived by me on (date)	ame of individual and title, if an	ny)					
was ice	cerved by the on (aute)		·					
	☐ I personally served the summons on the individual at (place)							
			on (date)	; or				
	☐ I left the summons at the individual's residence or usual place of abode with (name), a person of suitable age and discretion who resides there							
	on (date)	, and mailed a	, and mailed a copy to the individual's last known address; or					
	☐ I served the summons on (name of individual)  designated by law to accept service of process on behalf of (name of organization)							
			on (date)	; or				
	☐ I returned the sum	nmons unexecuted because	e	; or				
	☐ Other (specify):							
	My fees are \$	for travel and \$	for services, for a total of \$	0.00				
	I declare under penalty of perjury that this information is true.							
Date:		_						
			Server's signature					
		_	Printed name and title					
		_	Server's address					

Additional information regarding attempted service, etc:

Print Save As... Reset

Defendants List

SMITH HAVEN CHRYSLER 794 Jericho Turnpike St James, New York 11780

## **ClassAction.org**

This complaint is part of ClassAction.org's searchable class action lawsuit database and can be found in this post: <u>Smith Haven Chrysler Hit with TCPA Suit Over Text Message Advertisements</u>