

The Virgin Islands Consortium

Tire Businesses Profiting Illegally By Charging Customers For Disposal Service, DLCA Says

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ST. CROIX -- Department of Licensing and Consumer Affairs (DLCA) Commissioner Devin Carrington on Tuesday announced that the government agency had partnered with with Waste Management Authority(WMA) and Department of Planning and Natural Resources (DPNR) to minimize the occurrence of improper solid waste disposal.

That's according to a press release DLCA issued, which listed the illegal dumping of used tires as major among the concerns. Illegal dumping of tires negatively impacts consumers and the environment, the release adds. DLCA is discouraging all businesses that may engage in deceptive trade practices by charging consumers a fee for what many claim to be costly and proper disposal, but is not.

According DLCA, citing Virgin Islands Code, "Deceptive trade practice" means any false, falsely disparaging, or misleading oral or written statement, visual description or other representation of any kind made in connection with the sale, lease, rental, or loan of consumer goods or services...which has the capacity, tendency or effect of deceiving or misleading consumers. Deceptive trade practice is punishable by a fine of \$5,000.00 per infraction."

"Some individual businesses in the car and tire industries often charge a fee per tire for consumers to leave used tires after purchasing new ones. The charge is represented as a disposal fee. In truth, many of these used tires end up being illegally dumped in the bushes or at a dump site. These businesses cannot justify charging a fee for disposal that costs them virtually nothing. This constitutes a deceptive trade practice because the consumer pays for something he or she never receives," Mr. Carrington said.

He encouraged consumers to use all means available to report instances of illegal tire dumping, and urged that the public send pictures and make reports directly to DLCA. The agency has also created a [Facebook page](#) where pictures can be posted

For any other information or to make reports, consumers may still visit DLCA offices or call 340-714-3522 on St. Thomas, and 340-713-3522 on St. Croix.