

Dell loses Taiwan consumer lawsuit: report

June 6 2010



Visitors walk around the Dell stand at the world's biggest high-tech fair, the CeBIT in March, in the northern German city of Hanover. A group of Taiwanese consumers have won a lawsuit forcing US computer giant Dell to honour bargains the firm says it offered in error on the Internet, it has been reported.

A group of Taiwanese consumers have won a lawsuit forcing US computer giant Dell to honour bargains the firm says it offered in error on the Internet, it was reported Sunday.

A court in southern Taiwan last week ordered the firm to deliver 18 laptops and 76 flat-panel monitors to 31 consumers for 490,000 Taiwan dollars (15,120 US), less than a third of the normal price, the Taipei-based Apple Daily said.

Dell will be allowed to appeal the decision -- its first setback after victories in seven identical cases, the report said.

The company advertised the unusually low prices on its website in June and July, prompting bargain-hunters to place 200,000 orders.

In the July incident, the company's Latitude E4300 [notebook](#), which usually sells for 60,900 Taiwan dollars, appeared online at 18,558 Taiwan dollars, the daily said.

Dell has apologised in a statement on its Taiwanese website and offered a voucher of up to 20,000 Taiwan dollars a customer in compensation.

But the gesture has failed to appease [consumers](#) angered by the company withdrawing the offer.

The consumer rights authorities in Taipei has fined Dell one million Taiwan dollars for customer rights infringements.

[Dell](#) was not immediately reachable for comment.

(c) 2010 AFP

Citation: Dell loses Taiwan consumer lawsuit: report (2010, June 6) retrieved 27 April 2024 from <https://phys.org/news/2010-06-dell-taiwan-consumer-lawsuit.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--