

USED CAR DEALERS ASSOCIATION OF ONTARIO

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NEW CONSUMER WEBSITE

ucda.ca

The UCDA's fall TV Campaign is designed to show why consumers should choose a UCDA member dealer when looking for a car or truck.

It focuses on our members' values and directs them to our new consumer website to:

- Learn more about UCDA members
- Search for a vehicle at ucda.carpages.ca
- Learn how the UCDA can help them
- Be aware of the hazards of buying privately
- Find a local UCDA member
- Understand the threat that Curbsiders pose
- Find a member's website

Consumer Awareness

The TV Campaign promoting consumer awareness will be airing province-wide until October 30th.

The commercials will be seen nightly, in the 6 PM "News" slot and viewed almost 400 times by our target audience of adults 18 and over.

Look for them on CTV, CBC, Global, CHCH, CHEX and CKWS as well as spots on:

- | | |
|----------------------|-----------------|
| ■ Criminal Minds | ■ The Mentalist |
| ■ Big Bang Theory | ■ Jimmy Fallon |
| ■ Two and a Half Men | ■ Tonight Show |

Making it work

Take full advantage of our Fall TV campaign by ensuring that your print ads and your website prominently display the UCDA logo to identify you as a UCDA member.

Carpages and AutoTrader have worked with us to ensure that members who advertise with them have the UCDA logo prominent in their ads.

If you're not displaying the UCDA logo in your ads or on your website



... you're losing the value of the UCDA's TV campaign in your local area.

Carpages.ca Report

Carpages have said that their "DealerSite" dealers have seen dramatic increases in traffic since they upgraded to it.

Growth has been measured at an average of 6 times the number of views the dealers have received and some as much as 15 times more!

Carpages introduced "DealerSite" as a "cost-effective, fully customizable and SEO-optimized dealer website platform" some months ago. It's designed for dealers large or small, and they believe it enhances the dealer's online image with a highly functional website that projects the dealer's professionalism.

Carpages have shared a few testimonials from "DealerSite" members:

"My online traffic has increased substantially since my DealerSite went live. Lots of customers have told me they like our site. They say it looks great, loads fast and is really easy to use. Carpages.ca Customer Service is the best."

... Nino Barcham, President, Brother's Automotive Sales Ltd.

"Your design team did a great job. The site communicates our message confidently and the interaction with our online customers through video and lead generation is great."

To date you have definitely lived up to your slogan – Car Shopping Made Easy. I would be pleased to recommend Carpages.ca and DealerSite to any dealer wishing to enhance their online advertising presence."

... Randy Clause, Sales Manager, Presley's Auto Showcase

"Carpages.ca did a spectacular job on my website. It was easy to get set up and the entire Carpages.ca team was very professional. My online traffic has increased dramatically. I would highly recommend Carpages.ca DealerSite to anyone."

... Ron Renwick, Owner, Auto Searchers Limited

"DealerSite" comes with special UCDA Member pricing. Take advantage of the one online classified site that sets UCDA members apart.

All UCDA members' ads on Carpages.ca get double the exposure on the UCDA's own portal at ucda.ca and www.ucda.carpages.ca.

To find out how Carpages.ca can boost your online marketing efforts call them at 1-866-567-2437.

But They're Old Enough To Drive!

A minor is a person who has not yet turned 18 years of age. They may be old enough to drive, but can a minor purchase a vehicle from you?

In Ontario, it is not illegal to sell a vehicle to a minor. However, minors cannot be legally bound to any contracts they sign.

So, if a minor decides not to complete the purchase, or demands a refund of the deposit prior to their 18th birthday, you can't hold them responsible for the contract they've signed.

And don't forget about Mom and Dad ... don't assume they will be thrilled when their little boy or girl rolls up the driveway in their own wheels. They may make Johnny take the car back to you to cancel the deal.

Always ensure that a parent or guardian co-signs any bill of sale, when a vehicle is being sold to a minor.

Insured Warranty List

As members know, the UCDA recommends that members only offer third party extended warranty products that are fully insured by an Ontario licensed insurer. Each year the UCDA updates information from the warranty providers that it recognizes as being insured.

Letters have been sent to these companies asking for confirmation from their insurers that coverage remains unchanged.

Look for an updated list of recognized warranty providers later this fall in Front Line.

Dealer Alerts

When important news comes to us that is often urgent, we send a "Dealer Alert" out to every member for whom we have a fax number.

We also send it to all members who've asked to be on the UCDA email list. In addition, they're always posted on the UCDA website at www.ucda.org.

If you have a dedicated fax number and/or an email address and you'd like to be added to either or both contact list, please call us at 1-800-268-2598 and we'll make the change immediately.

OMVIC Q&As

Here are some questions and answers that OMVIC has provided regarding "Advertising" that illustrate their perspective.

1. Since January 2010, how many dealers have been charged with advertising offenses?

OMVIC's Response: Since January of 2010, 114 dealers have been charged with advertising offences. Over 2,000 dealers have received notifications/warnings that their advertising was non-compliant and required change. In addition, there have been countless discussions via phone and email with individual dealers providing guidance on advertising compliance issues.

2. What are the penalties for advertising offenses?

OMVIC's Response: Breaching the MVDA 2002 advertising regulations or Code of Ethics regulations could result in:

- The issuance of a of written warning;
- The issuance of a Cease and Desist Order to cease the use of advertisements or published materials that are misleading or deceptive;
- The issuance of an Order to publish a retraction or correction;
- The issuance of an Order to have all future advertising pre-approved by OMVIC for a period of up to two years;
- Charges;
- Referral to discipline;
- Revocation, suspension or conditions of registration.

3. Is OMVIC actively looking for dealers that are not complying with advertising disclosure under the new MVDA Regulations?

OMVIC's Response: The most common source of non-compliant ads continues to be dealers reporting non-compliant competitors. OMVIC also proactively scans newspapers and websites. This allows OMVIC to address trends that are problematic.

4. Does OMVIC look at advertising when it conducts dealership audits and, if so, what specifically does OMVIC look for?

OMVIC's Response: OMVIC inspectors generally review ads prior to inspections in order to provide

guidance during the visit. They also invite questions about any issues related to the MVDA 2002. We hope dealers consider the inspection an opportunity to ask questions about anything they are unsure of, including advertising requirements.

5. "CCP" (clear, comprehensible and prominent) seems to be a somewhat subjective term. What is OMVIC's interpretation of "CCP"?

OMVIC's Response: CCP is not specifically defined in the MVDA 2002, nor is it a new concept in law. It has applied to businesses through the Consumer Protection Act for the past six years. Commonsense and a reasonable interpretation are required.

These definitions contained in the Oxford dictionary may provide some clarity:

- Clear - easy to perceive, understand or interpret
- Comprehensible - able to be understood; intelligible
- Prominent - situated so as to catch the attention; noticeable
- These definitions are easily understood and applied, and indicate to OMVIC that, at a minimum, the use of fine print is not CCP. Recent court decisions related to the MVDA 2002 support this interpretation.

6. What happens if a dealer or a staff member makes an honest mistake and publishes a non-compliant ad that is reported to OMVIC?

OMVIC's Response: If a dealer found him or herself charged for what they believed was an honest mistake, this could be explained to the court (or discipline hearing), and if the court agreed, they may take the circumstances into account during sentencing.

It is important to understand the non-compliant ad (even if it was an honest mistake) is unfair to other dealers who made the effort to ensure compliance, and to consumers who relied upon the requirement for a dealer's advertising to be legal, decent, ethical and truthful.

Mitigating the effects of a non-compliant ad, such as immediately issuing a retraction and fairly handling consumer complaints, might also be considered by the court when sentencing.

UCDA'S NEW CONSUMER WEBSITE

www.ucda.ca

The screenshot shows the UCDA website interface. At the top, there is a dark blue navigation bar with the UCDA logo and several menu items: 'Who We Are', 'Buying a Used Vehicle', 'Beware of Curbsiders', 'Mediation', 'FAQ', and 'Buyer's Checklist'. Below the navigation bar is a large image of a man and a woman looking at a car. To the right of the image is a yellow search box titled 'Find a UCDA Member' with input fields for 'By Your Postal Code', 'By Dealer Name', and 'Dealer City', and a 'Search' button. Below the image is a yellow banner with the text 'Buy with Confidence Know who you're dealing with!'. Underneath the banner are four yellow buttons: 'Find a Car powered by carpages.ca', 'Private vs. UCDA Dealer', 'Video Tips', and 'UCDA TV Commercial'. Below these buttons are two columns of text. The left column is titled 'Who We Are' and contains a paragraph about the UCDA's mission and a 'Learn More' button. The right column is titled 'Buying from a UCDA Member' and lists three benefits: 'Ensure you get the 13% trade-in tax savings', 'Financing programs, and trade-in options', and 'Warranties and after-sale services', with an 'And Much More' button. At the bottom of the page is a yellow question mark icon and the text 'Got a Question? Contact Us @ 1-800-268-2598 Or Email Us web@ucda.ca'.

Features ...

- What members offer buyers
- UCDA member locator
- Video tips
- Mediation explained
- Buyer's checklist
- UCDA Code of Ethics

The website is designed with one goal in mind:

TO DRIVE BUYERS TO YOU

If you've hyperlinked the UCDA on your website, consider replacing the link with www.ucda.ca so that they go to the consumer site.

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