

THIS MATTERS!



Take Advantage of It!

The Spring 2013 Consumer Awareness Campaign is just wrapping up with early signs of success. Our extended 2 month campaign through April and May again directed the used car buying consumer to look for the UCDA sign at their local dealer and to search for UCDA member used cars on Carpages.ca.

After running ads on CTV2, CTV Ontario, Global, Global Ontario, CP24, CHCH, CKWS, CHEX and other local TV stations as well as on news and traffic focused radio stations, we've seen some very positive results.

The ads included a segment educating consumers that the best place to find UCDA member vehicles is on Carpages.ca. The initial results, based on tracked website traffic on Carpages.ca, have shown an increase in web traffic during this time period.

At the office, through emails and phone calls, and on our consumer web site, www.ucda.ca, we've also seen

an increase in consumer enquiries, checking whether a particular dealer is a member.

More members than ever are identifying themselves by prominently including the UCDA logo on their web sites and online advertising.

Members who don't are missing out on the growing public recognition of the UCDA and what it stands for. More than ever, vehicle purchasers want to know about the image and reputation of dealers before making their purchase decisions. They want to "Buy With Confidence" from a UCDA Member ... but if they don't know you're a member ... you're missing out!

We're now in the planning stages for our Fall 2013 Campaign, with new initiatives that will be geared to showing consumers the benefits of doing business with UCDA members.

Be sure to be part of it!

UCDA Member Appreciation Days at Manheim Toronto

The UCDA and Manheim Toronto are holding UCDA Member Appreciation Days at the auction sales on Tuesday, June 18th and at the Thursday, June 20th night sale.

The first 300 dealers to register and be at the sale on Tuesday and the first 200 dealers on Thursday that register at the sale will receive a free UCDA baseball cap.

We'll also be serving free coffee and snacks.

There will be a UCDA sponsored lane at each sale. If a member buys a vehicle at the UCDA lane they'll receive a \$50.00 reduction in the buyer's fee for that vehicle.

We hope to see many members there!

Proper Advertising

Ontario's rules governing dealer advertising changed drastically with the new Motor Vehicle Dealers Act in 2010. Simply put, if a dealer advertises a price for a vehicle, that's the most any customer should have to pay for it.

Dealers can negotiate a lower price with the customer, but if the customer pays the advertised price, administration fees, delivery fees, surcharges, or any other charge that could be considered "mandatory" may not be added to it.

The advertised price can exclude taxes and a cost recovery for plates/stickers at the licence office (if the ad says so), but those are the **only** mandatory charges that can be added to the price.

An ad recently came to our attention which advertised a price and then said:

"ALLOW FOR \$299 TIRE WARRANTY PACKAGE"

If this statement means the \$299 charge is in addition to the sale price, the statement is illegal and could lead to a fine by OMMVIC. The fines can be large ... as in thousands of dollars.

The "new" regulations aren't so new anymore. They're now 3 ½ years old and OMMVIC has become more aggressive in enforcing the rules. We're aware of several members who have received fines and we don't want to see any more on the wrong side of this requirement.

March Pricing Madness Saves Member \$\$\$

A member sure was happy the UCDA extended March Pricing Madness for searches into May.

The member wasn't going to do a lien search on a trade-in from a customer because he knew her.

The customer had told the member that the car had been in an accident and he had done an Auto Check™ to get the dollar amount.

The Auto Check™ showed several claims. After seeing this, the member then decided to run a lien and vehicle owner search, to get the discounted rates for doing all searches and – lo and behold – an \$8,000 lien showed up!

The member called to tell us and said, "Please don't stop the promotion. It saved me!" So we won't!

Members who run an Auto Check™, Ontario lien search and Ontario owner history, on the same VIN on the same day will continue to pay discounted prices:

- \$7 for an Auto Check™ (Save \$1.00)
- \$9 for an Ontario Lien Search (Save up to \$3.50)
- \$13 for an Owner History (Save \$3.00)

That's just \$29 for all three searches A 20% savings off regular prices.

And, as an added bonus, where Auto Check™ shows a vehicle to be a U.S. import, members will continue to receive a Carfax™ report at **no charge!**

Together, these reports contain more MVDA required disclosure information than any other report available!

- Real time insurance claims with dollar amounts on Auto Check™
- Real time Ontario Lien Search
- Real time Ontario ownership history

Auto Check™ also includes Out of Province registration status, U.S. imports, current stolen vehicle information, Canada and U.S. branding information and Drive Clean Pass Data with Odometer information.

The Owner History shows former daily rental company or insurance company owners, indicating a former daily rental or total loss ... even if the car is not branded.

Get the disclosure information you need ... at an affordable price.

Disclosure

It's About More Than Just Numbers

Two dealers have recently been confronted with the same complaint by purchasers - incomplete disclosure.

Both dealers buy their vehicles regularly at insurance salvage auctions.

Both dealers thought that, because the vehicles were not branded, all they had to declare when they sold them was the nature of the prior accident and the amount of money spent to fix it.

They did not declare two crucial facts:

1. the vehicles were "total loss", to use the language of the MVDA, 2002, in other words "write-offs", and
2. the manufacturer's warranty in both cases was voided. The vehicles were both late model vehicles with low kilometres and would otherwise have been expected to be covered by the original warranty.

The consumers are now complaining they were not told the vehicles were total loss insurance write-offs and that the warranties were voided. They have grounds to complain because the MVDA, 2002 requires these disclosures on the sale of such vehicles. Anyone in the business of fixing and selling these kinds of vehicles needs to know that.

Both dealers would have benefitted by using the UCDA Appraisal Form which covers the 22 required MVDA disclosures. The form is designed to be given to the buyer. That would have helped these dealers comply with Ontario law.

For more information about the UCDA Appraisal Forms and process please call the UCDA at 416-231-2600 or 1-800-268-2598 or visit: www.ucda.org.

Why Register The Vehicle?

You own that vehicle you just bought ... why keep it a secret?

There are so many advantages to getting a vehicle into your name as soon as you can, they are easy to list. The Highway Traffic Act gives you 6 days, but there's no good reason to wait even that long if you can avoid it.

- Lien claims - prior owner may owe money and liens get placed on your vehicle because the creditors search registration and don't see you own it
- Illegal transfers - if it's not in your name it's easier for someone to fraudulently transfer it

- Proof of Ownership - it's easier to prove ownership if stopped by the police if you have the vehicle registration permit to show
- Easier to Sell - being able to give vehicle registration gives the buyer comfort
- Liability - can avoid insurance hassles

A member recently called after being stopped by the police because not only was the car not in their name, it was not even in the name of the dealer they bought it from! The member was fortunate that the vehicle and plates weren't seized.

Don't buy a vehicle that's not registered in the seller's name ... don't sell a vehicle that's not registered in your name.

Google Wallet Vehicle Purchase Scam

We've written before about email scams sent by apparently private sellers, supposedly offering their vehicles for sale and wanting to be paid through PayPal.

Now we're hearing of a similar scam, using Google's payment service, "Google Wallet".

Here's What Google Has To Say About It ...

You find a cheap car online, and the seller claims that for your protection the purchase will be completed via Google Wallet.

The car price is "too good to be true" and the seller claims a need to sell the car quickly because he or she is moving, moving out of the country, being called for military service, getting a divorce, etc.

The reality is that there is no car, and you won't be using Google Wallet. Instead, the seller will send you an invoice that appears to be from Google Wallet, but will instruct you to make the payment via Western Union, Moneygram or bank transfer.

A legitimate Google Wallet transaction will require that you sign in to your Google Account and execute the payment using the Google Wallet interface. Google Wallet does not accept wire transfers/bank transfers or payments via Western Union/Money Gram, nor does it use any escrow type of payment.

Whether it be PayPal, Google Wallet, wire transfers or any sort of payment that is out of the ordinary, don't fall for these scams! They are everywhere out there. **NEVER** buy a vehicle from anyone on-line, unless you are familiar with the seller or auction site on which it is being offered.

New Point of Sale Decals



For members using UCDA's Auto Check™, Owner History and Lien Searches we have produced a new decal for display to your customers.

The message on the decal is consistent with our spring and fall consumer awareness campaigns that tell your customers they can ...

"Buy From UCDA Members With Confidence"

There's no charge to members for the decals. Call the UCDA at 1-800-268-2598 or 416-231-2600 to get yours!

Dealer Plates - Commercial Vehicles

Personal Use

Personal (Private) use of dealer-owned passenger class vehicles with dealer plates is absolutely legal but not so on "commercial vehicles" (ie. pickup trucks, cargo vans, ambulances etc.) where the cargo area is separate from the passenger compartment.

Dealer plates may not be used on **any** class of vehicle for the purpose of hauling or transporting goods, such as parts or equipment.

Dealer plates may be used on dealer-owned vehicles for **any** purpose related to the sale of the vehicle and this includes commercial vehicles.

Documents Needed!

Dealer plate use is NOT restricted to the owner or employees of the dealership. It may be used by anyone that has

the permission of the dealership to drive a dealer-owned vehicle; that would include staff, family and potential buyers who have the vehicle for testing purposes.

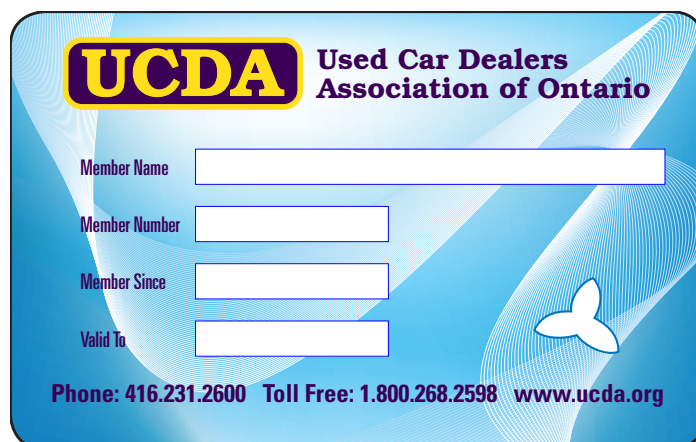
Three documents must be in the vehicle whenever it's driven with a dealer plate for any reason and provided to any police officer who asks to see them:

1. a copy of the permit for the dealer plate
2. a copy of the insurance certificate (pink slip)
3. a copy of the vehicle permit.*

*If the vehicle has recently been purchased, a copy of the Bill of Sale may be accepted at the discretion of a police officer.

Please call the UCDA if you would like a handy wallet card you can show the police if you are stopped and asked about personal use of the dealer plate.

I Am a UCDA Member



We've received many requests over the years from members asking for proof they are a UCDA member.

Beginning in July, every UCDA member that renews their membership and every dealer that joins the UCDA will receive a newly created UCDA Membership Card.

These durable cards will be able to quickly confirm that you are a UCDA member, eligible for UCDA services and benefits and to participate in UCDA member programs.

In addition, the card will confirm membership for future events planned by the UCDA.

Look for your card after you renew and become a card-carrying member.