

USED CAR DEALERS ASSOCIATION OF ONTARIO

230 NORSEMAN STREET, TORONTO, ONTARIO M8Z 2R4

TEL: (416) 231-2600 or 1-800-268-2598 • INTERNET: www.ucda.org

29 Years of Growth 1984-2013

www.ucda.org

October 2013

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COMING SOON!!

Welcome To Your New Magazine

Welcome to our new quarterly magazine The Ontario Dealer.

It's been a long time coming. We have discussed the idea many times and soon it will be a reality.

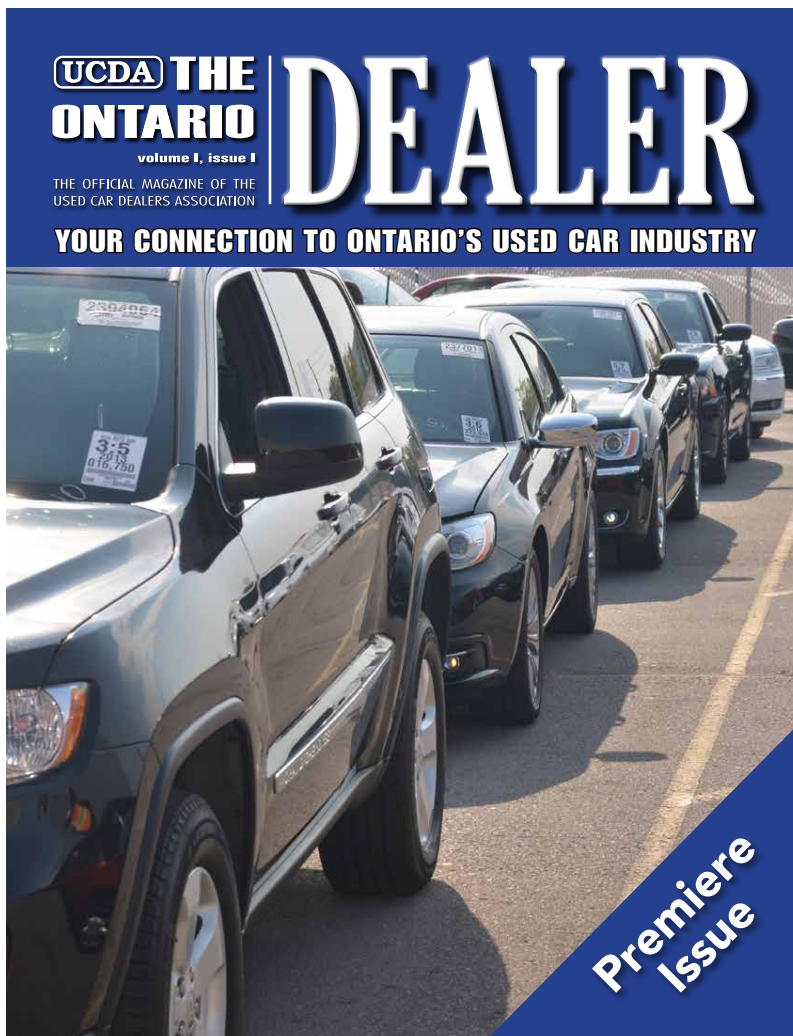
The first issue is slated for November and will be delivered free to each member of the UCDA.

Our goal is to keep you in the loop on what's happening in the industry.

Each issue will offer the most current news and analysis of industry issues that are important to you.

Articles will show you ways to improve your bottom line and grow your business.

You'll meet other dealers and read how



they overcame challenges to become successful. Also, in each issue you'll hear from the team at the UCDA as we continue to keep you informed.

The Ontario Dealer will be **your** magazine, focusing on the used car dealer community.

But more importantly, we're providing a forum where you can make your voice heard through Guest Columns, if you choose to contribute, and we hope you do; through Letters to the Editor – we'd love to hear from you – and through your feedback, whether good or bad.

Look for it in the mail and your email inbox in November and tell us what you think!

Justin Trudeau Apologizes to Used Car Dealers & Salespeople

On September 17, many members viewed a news clip of federal Liberal leader, Justin Trudeau, comparing Canadians' mistrust of politicians with "used car salesmen".

Mr. Trudeau acknowledged that politicians ranked below car salespeople in trustworthiness, the fact that he saw fit to single out our industry in his comments was yet another demeaning swipe at the used vehicle business by an unthinking public figure.

UCDA Executive Director, Warren Barnard, sent the following letter to Mr. Trudeau, pointing out the efforts of the UCDA and our members to enhance ethics and professionalism and to remind him that Canadians do trust members of our industry more than his.

Within days, we received the following letter of apology from Mr. Trudeau, which Warren accepted on behalf of members.

The letter created quite a stir. Dozens of members, representing both new and used car dealers, sent emails thanking us for the letter. Many also sent their own thoughts directly to Mr. Trudeau, including the email shown at the right from an independent dealer member:

Dear Mr. Trudeau,


My husband and I have been in the vehicle retail business for close to thirty years.

My husband is the most trusting, fair and honest person that I have had the pleasure of knowing.

Our business is highly regulated as you should know. We understand that when people are buying vehicles, be it used or new, it is generally the second largest purchase they have to make next to their home.

We actually want our customers to be fully satisfied and recommend us to their family and friends. We have a highly competitive market and we need to have knowledge and expertise about the vehicles that we sell.

I take offence to someone in your position speaking on a subject you know nothing about and degrading the industry. These are peoples livelihoods you are putting in jeopardy. Shame on you!



Used Car Dealers Association of Ontario

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September 18, 2013

Mr. Justin Trudeau
House of Commons
Ottawa, ON
K1A 0A6

Dear Mr. Trudeau,

I watched your press scrum on the CTV National News on September 17 and wanted to thank you for pointing out that used car salespeople indeed rank ahead of politicians for honesty and trustworthiness in the eyes of Canadians.

To use your words, "I think we are now ranked below used car salesmen."

Mr. Trudeau, you are right.

I don't doubt your intent in making this comparison was to deride the tens of thousands of hard working men and women ... yes Mr. Trudeau, thousands of women are involved in the sale of used vehicles in the retail automotive industry in Canada. There are almost 25,000 registered salespeople in Ontario alone.

These are the women and men represented, through their employers, by the Used Car Dealers Association of Ontario. Over 4,700 registered Ontario motor vehicle dealers are part of our organization.

I'm sharing this letter with each of them.

You may not be aware of our organization and the role it plays in promoting ethics and professionalism in our industry. Feel free to visit www.ucda.ca to learn more.

You likely are also not aware that Ontario implemented sweeping changes to modernize regulation of the automotive sales industry in 2010. Our members supported this initiative and I'm proud to say that Ontario ranks among the strongest jurisdictions in North America when it comes to ethics, professionalism and protection for consumers buying or leasing new and used vehicles.

Next time you choose to compare politicians with "used car salesmen", you now have some background with which to do so.

I might also suggest using the far more appropriate term "salespeople" in the future, so as to be inclusive of everyone in our business.

Yes, Mr. Trudeau, politicians do rank behind used car salespeople.

Our members and their employees have known that for a long time.

Yours truly,



Warren N. Barnard
Executive Director

cc The 4700 Member Businesses of the Used Car Dealers Association of Ontario

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Individually, We Struggle To Be Heard.
Collectively, We Cannot Be Ignored!



Justin P.J. Trudeau

Leader of the Liberal Party of Canada
Chef du Parti libéral du Canada

September 20, 2013

Warren N. Barnard, J.L.B.
Executive Director
Used Car Dealers Association of Ontario
230 Norseman Street
Toronto, ON
M8Z 2R4

Dear Mr. Barnard,

Thank you for your letter regarding a comment I made during a press conference earlier this week.

I am truly sorry for my poor choice of words. I in no way meant to offend hard-working Canadians in the used automotive sales industry.

Our automotive sector has and continues to be an important, economic engine in this country; I have the utmost respect for it and those that make their livelihood from it.

Yours sincerely,



Justin P.J. Trudeau
Member of Parliament for Papineau

Chambre des communes
Pièce 533-S, édifice du centre
Ottawa, (Ontario)
K1A 0A6

Circonscription
529 Jarry Est
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Montréal (Québec)
H2P 1V4

House of Commons
Room 533-S, Centre Block
Ottawa, ON
K1A 0A6

Constituency
529 Jarry East
Suite 302
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H2P 1V4

"Yellow Pages" Directory SCAM

RETURN THIS DATA VERIFICATION AND ORDER FORM BEFORE PUBLICATION DEADLINE
RESPONSE REQUIRED TO BE INCLUDED IN THE NEW ONLINE DIRECTORY

DIRECTORY LISTING ORDER FORM

NAME AND ADDRESS: Release: 09/2013, Reference No.: 13-705954120, DEADLINE: 09/20/2013

68417

1 YOU MUST RETURN THIS FORM TO BE INCLUDED IN THE 09-2013 EDITION

2 PLEASE CAREFULLY REVIEW ALL DATA AND CONDITIONS IN SECTION 2

3 SIGN AND MAIL CARD BELOW OR FAX THE ENTIRE FORM TO:
1-888-340-4050 (toll-free)

PUBLICATION DEADLINE: FAX TO: 1-888-340-4050 OR MAIL BY: 09/20/2013

THIS IS NOT A BILL

NO ADDITIONAL CHARGES TO INCLUDE WEB SITE ADDRESS AND EMAIL ADDRESS
FAX WHOLE FORM OR DETACH AND RETURN LOWER SECTION

PLEASE CHECK ONE:
 LIST AS SHOWN
 LIST WITH CHANGES

WEB SITE ADDRESS: _____ SIGN HERE: _____
 EMAIL ADDRESS: _____ PRINT NAME: _____ DATE: _____

PLEASE MAKE ANY NECESSARY CHANGES AND ADDITIONS TO YOUR ORDER BELOW

Release: 09/2013 Reference No.: 13-705954120
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68417

THIS IS NOT A BILL, INVOICE OR STATEMENT OF ACCOUNT DUE. YOU ARE UNDER NO OBLIGATION TO MAKE ANY PAYMENTS ON ACCOUNT OF THIS OFFER UNLESS YOU ACCEPT THIS OFFER. THIS IS NOT A SOLICITATION FOR THE ORDER OF GOODS OR SERVICES. SEE BOTTOM. BE NOTIFIED APPLICABLE TO LOCAL, PHONE COMPANY AND THIS DIRECTORY IS NOT DISTRIBUTED TO ALL LOCAL TELEPHONE SUBSCRIBERS. IF YOU ALREADY ADVERTISE IN A LOCAL PHONE COMPANY'S YELLOW PAGES AND ACCEPT THIS OFFER THIS YELLOW PAGES DIRECTORY OFFER WILL BE IN ADDITION TO YOUR EXISTING YELLOW PAGES ADVERTISE. THIS IS A NON-NEGOTIABLE YELLOW PAGES ADVERTISE QUOTATION AND YOU MUST ORDER THE ABOVE GIVEN BUSINESS LISTING AT THE DIRECTORY WWW.YELLOWPAGES.ONTARIO.COM FOR A TERM OF TWO YEARS AT A PRICE OF 1,129.00 PER YEAR (MINIMUM TERM) AND YOU MUST PREPARE TO STARTING TO PUBLISH YOUR COMPANY'S BUSINESS DETAILS TERMINATION OF THIS AGREEMENT IS REQUIRED (WRITING AT LEAST THREE MONTHS BEFORE TO ITS EXPIRE, OTHERWISE IT WILL RENEW FOR ONE YEAR. THE CLIENT CAN ORDER CHANGES OF THEIR BUSINESS DETAILS AT ANY TIME, FREE OF CHARGE BY SENDING A REQUEST BY EMAIL TO: INFO@YELLOWPAGES.ONTARIO.COM)

It says **THIS IS NOT A BILL** right up front in huge letters ... no reason to read on right?

The Form just asks you to confirm pre-printed information about your dealership, fill in your email and phone number and SIGN HERE.

If you do fax or mail the Form back then you haven't read the "fine print"!!!! You have just been tricked, by the latest U.S. scam running out of Rochester, New York. This is not the Yellow Pages we're all familiar with, but the scammers want you to think it is.

The "fine print" advises that you have just "accepted" their "offer" and you can expect, not too long after, to get a bill from them:

TWO YEARS OF LISTING IN THEIR LITTLE DIRECTORY COSTS JUST \$1,129.00 PER YEAR!!!

Dealers should alert staff about this scam and how to handle it. Employees should always read the fine print and remember **NO ONE IS DOING ANYTHING FOR NOTHING.**

Whether scams start with a phone call, email or unsolicited junk mail, if you are being asked to "do" something, carefully review and make sure you know who you are dealing with and what they expect from you.

If it doesn't look or sound right, make further enquiries.

Discipline Fine ... \$20,000!!!!

A recent OMVIC Discipline Panel fine against a dealership for numerous advertising violations, multiple failures to disclose in writing previous accidents and out of province registration, despite the information having been disclosed to the dealer, and failure to remit 3rd party warranty money within 7 days should serve to remind dealers how seriously they need to take these obligations.

The maximum penalty the OMVIC Discipline Panel can impose is \$25,000. Recently, we've been seeing fines approaching that, such as this one.

We've noticed a disturbing trend ... more and more members have been calling after receiving a Notice of Complaint from OMVIC.

The Notice of Complaint is how a discipline matter begins. Even if the matter is settled, as most are, it can cost the dealer thousands of dollars and remain on the dealer's public record.

It's no longer a matter of a few hundred dollar fine, keep the matter quiet and move on. Discipline Panel fines can no longer be dismissed as simply a cost of doing business.

We don't like hearing about discipline proceedings involving UCDA members. It's very frustrating because the UCDA provides the information and tools that members need to prevent being called before a discipline panel.

Your membership gives you easy access to the rules, the guidelines and the advice you need to stay out of trouble.

Contact the UCDA if you have any concerns about your advertising, disclosure and selling practices.

Keep your profits in your pocket. Don't wait until you receive a Notice of Complaint ... by then it's too late!

LIEN SEARCH HOURS

**Monday to Friday:
9:00 AM to 8:00 PM**

**Saturday:
9:00 AM to 5:00 PM**

416.599.7412 or 1.800.668.8265

**Fax : 416.232.0775 or
www.ucdasherches.com**

Number of UCDA Members Advertising on Carpages Hits All-time High

With the UCDA Fall Advertising Campaign well underway, we are already starting to see some great results that will benefit UCDA members across the province.

The campaign started on September 16th and will run through to November 11th. There are ads running on CTV, Global, CHCH, CHEX and CKWS during the 6pm newscasts, as well as radio ads running on 680 News in Toronto, CFRA 580 in Ottawa, and 570 News in Kitchener-Waterloo.

The focus of the campaign is to educate consumers about buying from UCDA members and directing them to shop for their next vehicle on Carpages.ca, "Home of UCDA Member Vehicles."

Early feedback on the campaign indicates that consumers are in fact hearing the message. Carpages.ca has reported seeing an increase in website visitors from the day the campaign started.

Carpages is also about to launch a brand new version of its website. The new website is designed to work with mobile devices including smartphones and tablets, as well as desktop and laptop computers, making it the only "responsive" website of its kind in Canada.

It's designed to be easier to use to locate vehicles and dealers, and is the only website in Canada to offer a comprehensive UCDA Member search tool.

Every UCDA Member is already on Carpages.ca, and getting your inventory listed is simple: just contact Carpages.ca by calling 1-866-567-2437 or email dealers@carpages.ca.

As a bonus, if you sign up for an advertising plan now, you'll get the first 4 months for the price of 3!

Watch the UCDA ad at ucda.org.