

ARE YOU READY FOR ANTI-SPAM?

Your home is your "castle" and starting Canada Day any electronic communication sent from your dealership will be part of another "CASL" (Canada's Anti-Spam Legislation).

CASL, more formally known as the Electronic Commerce Protection Act, comes into effect on July 1st. Canada will then have some of the harshest laws in the world controlling commercial electronic messaging sent by text, email or social media.

ANY electronic message sent for a commercial purpose (including offers or coupons, alerts about a business opportunity or promotion of sales event) MUST have the consent of the recipient. This applies to business to business communication as well as business to consumer.

Consent can be obtained in one of two ways

1. Implied - if your company has had a prior business relationship with the recipient in the previous 2 years
2. Express - if you have obtained written consent from the recipient to include them on your mailing list

Note: Every outgoing message MUST include an "unsubscribe" option to give all recipients a chance to change their minds at any time in the future.

Note: If you act before July 1, 2014 to email customers already in your database, you will gain an additional year of implied consent for a total of 3 years.

Exceptions: warranty recall, safety or security information for the vehicle the customer owns, but those communications are restricted to those issues ONLY and dealers should not use that as a means to include sales or marketing messages with these communications.

Sample Templates

We have CASL compliant sample templates designed to be used to obtain express consent from your customers either on-line, by electronic message (ie. email) or in-person.

Don't Delay

With only a few weeks to go, dealers should be preparing a process that will ensure electronic communications are not sent without consent.

CASL prohibits even making a request for express consent through electronic communication after July 1, 2014, so get started now! A form with a box already checked "yes" is not sufficient, the recipient must opt-in actively and reply.

Note: It is unlikely that the privacy "consent boxes" shown on most bills of sale will satisfy the express consent requirements of the new law.

Penalties

Fines can be levied up to a maximum of \$1 million for individuals and \$10 million for organizations (and officers and directors). After July 1, 2017 private or class actions might be brought by individuals or groups against spam creators and their officers and directors.

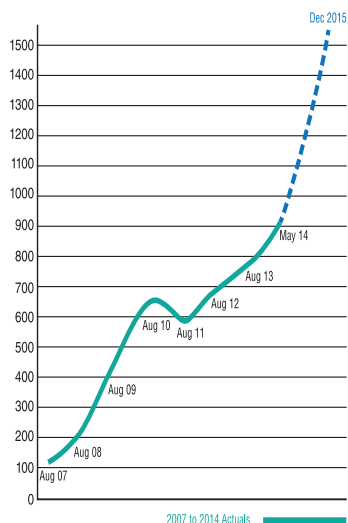
For more information a dealer-focused Preparedness Guide has been designed and can be viewed at <http://www.ucda.org/dealerinfo/antispam.aspx>. This document is used with the kind permission of SCI MarketView. More information on all of this is available from SCI at <http://scimarketview.ca/casl-compliance-toolkit/>.

The Canadian Radio and Telecommunication Commission (CRTC), which is responsible for enforcing the new law, also has a useful website with more information at <http://www.crtc.gc.ca/eng/casl-lcap.htm>.

Carpages ... A Tremendously Successful Member Service

UCDA's partnership with Carpages started 5 years ago as a result of significant price increases in on-line marketing making it impossible for many of our members to have a presence on the internet.

UCDA Active Dealers In Ontario



We sought an alternative and Carpages was a natural fit.

Carpages is family owned and operated, much like many car dealerships across Ontario. The Mirecki family has proven to our members that their technology is state-of-the-art. They are focused on customer service and have kept it affordable.

Many of our members would simply have no other place to go without Carpages ... and the results speak for themselves.

As you can see, we are at nearly 900 members actively on Carpages ... but why not hundreds more? In the early days the easy answer from members was that they tried it and they didn't get leads. That's all changed now!

In the past 5 years the UCDA and Carpages province-wide marketing, from TV, to radio, to the internet, to digital bill boards, the message has been consistent. "Buy Your Next Used Vehicle from a UCDA Member and go to www.carpages.ca to find one". The message is getting through.

Chicken Or The Egg

"To get more leads we need more members and vehicles ... to get more members you need more leads"... Carpages is getting YOU more and more leads every month.

If Carpages had 1500 members with their vehicles we would be the number one site in Ontario for dealer vehicles. We would have thousands more vehicles and thousands more visits, views and leads.

If you're a member, you already have a web page on carpages.ca clearly identifying you as a UCDA Member ... all you need to do is get your vehicles on the site.

Call Carpages today at 1-866-567-2437.

Golf Tournament a Big Success!



Tommy Chehadi, Carman Widdess, Tony Chehadi & Terry Doherty relax with some cold ones after completing their round.

Friday the 13th proved to be a lucky day as threatening skies gave way to sunshine for Manheim Toronto's 6th Annual Ruth Hart-Stephens Golf Tournament held at Piper's Heath Golf Club near Milton.

148 golfers enjoyed the comfortable weather and an on-course bbq, followed by many delicacies and prize draws at the post golf reception.

Tournament sponsors included the UCDA and UCDA service providers Baird MacGregor Insurance Brokers, Carpages, Desjardins, NAPA and Surefire Solutions.

Best of all, funds raised at the tournament will benefit the Milton District Hospital and the United Way.

A great start to the summer!

UCDA Day at Barrie Auto Auction

Barrie Auto Auction hosted UCDA Day on May 29th.

AMJ Auto Sales sponsored a charity breakfast and bbq lunch benefiting the Canadian National Institute for the Blind. Draws were held for a UCDA \$500 account credit and a bbq.



Warren Barnard (left), UCDA Executive Director and Phil Faulkner of Barrie Auto Auction give away goodies at the block on UCDA Day at the auction.

Curbsider Round Up

We have some notable recent curbsider convictions to report on.

Pawanjit Brah never really stopped curbing since he came on our radar in 2005.

On March 10, 2014 he pleaded to a \$20,000 fine in Whitby, his 3rd conviction.

Another sizable conviction was obtained in Pefferlaw against one John Myette who we first heard about in 2012. On March 14, 2014 he pleaded guilty to curbsiding and received a fine of \$12,000.

Finally in London, OMVIC sought and secured \$14,000 in fines when an auto parts and vehicle service operation, M&M Auto Parts and Service and an individual, Marin-Ariza Yovanny, pleaded guilty to separate counts of curbsiding on April 29, 2014.

Up-to-date OMVIC curbsider convictions can be viewed at: <http://www.omvic.on.ca/portal/DealersSalespersons/EnforcementCompliance/InvestigationsandProsecutions/CurbsiderConvictions.aspx>

UCDA Dealer Plate Pouches

Dealer Plate pouches are a common way for members to carry their dealer plates and attach them to their vehicles.

The UCDA has an attractive option for members and, best of all ...

IT'S FREE!



Two dealers recently discovered another valuable benefit of the UCDA Dealer Plate pouch ... if a plate gets lost in one of our pouches, anyone who finds it can call us and we can arrange the plate's return to the dealer!

Visit the UCDA Lane at the Thursday Night Sale at Manheim Toronto in July, show your UCDA Member Card and get a free UCDA Dealer Plate Pouch. Call the UCDA to order additional pouches for \$5 each, while supplies last.

Extended Warranty Update

The UCDA regularly updates the list of extended warranty companies that have satisfied us that their warranties are fully insured by a licensed Ontario insurer.

Each of the companies listed below have provided the UCDA with a copy of its insurance agreement, along with a written undertaking by the insurer to notify the UCDA in the event that the coverage is cancelled or changes are made. The UCDA asks the recognized warranty companies to have insurers provide annual updates to us, confirming that insurance remains in place.

Verified Insured Warranty Companies

After receiving updates from insurers, here is the current alphabetical list of warranty companies, updated on June 1, 2014, that have met our requirements for insurance recognition.

- Coast to Coast Services 1-800-387-0119
- Cornerstone United Warranty (XtraRide and AutoXtra) 1-800-774-9992
- Coverage One Warranty 1-866-988-1642
- D.I.S.C.C. Enterprises Ltd. 1-800-663-1303
- First Canadian Protection 1-800-381-2580
- Global Warranty 1-800-265-1519
- INDS Canada Warranty 1-800-995-0290
- Lubrico Warranty 1-800-668-3331
- NationWide Auto Warranty 1-888-674-8549
- Peoples Choice Warranty 1-888-284-2356

The UCDA does not endorse any specific warranty company or product, but strongly recommends that members only offer warranties that are insured by a licensed Ontario insurer.

MVDA Regulations

The Motor Vehicle Dealers Act, 2002 prohibits dealers from offering third party warranties to their customers unless:

- The warranty is insured by a licensed Ontario insurer; or
- The warranty company has posted a \$500,000 irrevocable letter of credit to the Compensation Fund

OMVIC also lists the companies it recognizes in each category on its website, <http://www.omvic.on.ca/portal/Consumers/ConsumerProtection/ExtendedWarranty/InsuredWarrantyProviders.aspx>

The UCDA considers full insurance coverage to be the best form of protection to adequately shield consumers and dealers in the event that a warranty provider fails to honour its obligations. A letter of credit can quickly be used up, which could then leave the dealer that sold a failed warranty on the hook for consumer claims.

Contact Jim Hamilton at the UCDA if you'd like more information.

The Language of Used Cars

The used car industry has had a lingo of its own for many years.

We found this humorous letter, first published in the April 1986 issue of Used Car Dealer, the magazine of the National Independent Automobile Dealers Association (NIADA) in the U.S. The letter is reprinted below with the kind permission of NIADA.

See if you can understand it!

Dear Sir:

I wish to explain the treatment I received when I visited Bob's Fine Car Emporium Inc. earlier this month to inquire about a used car.

The first man I talked to switched me to another salesman because I was a Be-back and he wasn't going to handle a Split. This salesman tried to sell me a 90 Day, Out-of-Stater with Cancer. It was a Six Banger with Three-on-the-Post, Red Guts, Music and Heat that needed Skins and an Earl Scheib.

When I passed, he showed me a Cherry equipped with a Grinder, Air Ride, windows, seats and Mickey Mouse Air. He stated I could steal it for Two-Back-Of-Book but would have to Deal Today for it was on a Special. He told me he was on my side as he needed this one to make The Bonus.

After we Wrote it Up, he returned to the Booth and said we had to Knock the Trade a Hun because the Boss said it was a Roach that had to be Dumped on an Iron Lot or Rolled Around by a Two Bitter to Bail out of it. He explained I was buried Under a Load in my Toad, but he would try to Mouse me for a Down Stroke if I would Hock My Sticks and come up with a Co-Pilot.

When I agreed, the Finance Man came in and called the Banker to see if they could Carry the Back End. He explained that I wasn't Gold Plated, had been a Floater, looked like a Skip and so on. When I didn't smile during this conversation, he suggested to the salesman that I must be a Squirrel because I didn't act like the usual Grapes, Mullets and Lay-Downs.

The T.O. Man was out, so I was Turned to the Insurance Man, who tried to boat me for A & H, Credit Life, PL & PD, and when I didn't buy the Whole Ball of Wax said I was a Pipe Smoking Slide Ruler.

The salesman finally Showed a Paper Down, Laid off the Back, Curbed My Sled, explained the Pic's and monthlies, papered the car and Rolled me.

My question is: Did I buy the car?

*Sincerely yours
I. M. Confused*

Importing From The U.S.

Dealers who import U.S. cars into the Canadian marketplace are already familiar with the Registrar of Imported Vehicles www.riv.ca and the process that must be followed at the U.S./Canada Border.

A recent change to one aspect of the process may have taken some by surprise however.

As part of the process, dealers must still hold the vehicle on the U.S. side for 72 hours, however, documents must now be filed with U.S. Customs electronically.

Effective April 5, 2014, export information (like bills of sale, certificate of title, etc.) must be filed with U.S. Customs through the Automated Export System (AES) or AESDirect for all exports of "self-propelled" vehicles at least 72 hours prior to export. "Self-propelled" vehicles include cars, trucks and motorcycles as well as buses and RV's.

More information about this change, FAQ's and further direction can be found at <http://www.cbp.gov/trade/aes/general-faq> or by calling 1-800-549-0595.

Minimum Wage

As you may recall, and as we wrote about in our February Front Line, effective June 1, 2014, the Minimum Wage in Ontario rose to \$11 per hour.

Whether you pay staff, salespeople etc. on salary or straight commission, Ontario law requires that all employees be paid a minimum wage for hours worked.

Minimum wage is the lowest wage rate an employer can pay an employee. Most employees are eligible for minimum wage, whether they are full-time, part-time or casual employees.

UCDA VEHICLE INFORMATION SEARCHES

www.ucdasearches.com

Tel: 416-599-7412 or 1-800-668-8265 • Fax: 416-232-0775

37137