
Annual Report Now Available

We are now in the process of mailing to all licensed dealers, and other stakeholders, our first annual report, covering the founding year, from April 1, 2004 until March 31 this year. If you have not yet seen it, please visit the MDC web site and view a PDF version, or call us and one will be mailed to you.



Those who take the time to read it will see what this industry has achieved and continues to achieve in this province. The report emphasizes history, including photos demonstrating a rich heritage. This excerpt from the report sets a tone:

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“The paradox of this \$10 billion a year British Columbia business is that in just about every segment of society and community, motor dealers are among the most prominent and respected citizens, people of energy, integrity and frequently the most generous supporters of good causes. Why then does their industry have such a poor reputation, and the title “car salesman” so often thought to be synonymous with deceptive business practices? There is no mystery. A constantly changing cast of unethical and sometimes criminal operators have consistently been able to devastate the image of the majority.”

New advertising guidelines to be published soon

Advertising guidelines for retail motor vehicle sales have been spread across various pieces of legislation and directives making it difficult for people to know all of the rules. A major task of the MDC has been to consolidate all of these regulations and standards into one crisp, readable document.

Within weeks, this document will be available to everyone involved in retail vehicle sales. Plans are also underway to offer workshops around the province to familiarize dealer staff, media, advertising agents and any other interested parties with the guidelines.

The MDC will then begin an effective enforcement campaign which will include urging both the industry and the public to report suspected violations. Offenders will be dealt with expeditiously. The legislation empowers the Registrar to issue fines up to \$100,000 for each offense.

Advertising is not a minor issue within the industry.