



Bulletin



Motor Dealer Council of British Columbia

16 December, 2005

A personal message from Ken Smith, President and Registrar:

On behalf of the Board of Directors, management and staff of the Motor Dealer Council, it is my pleasure to convey to all of you, your families and friends, sincerest best wishes for the holiday season. The \$10 billion per year British Columbia motor vehicle industry consists of every ethnic group, and all faiths and languages within the province. We look forward to working in partnership with you all to improve our industry during 2006.



We will hit the ground running in 2006

Advertising guidelines - Every dealership in British Columbia has been mailed a copy of the new Advertising Guidelines for retail motor vehicle sales. This is a consolidation of regulations and standards that have previously been spread across various pieces of legislation. Workshops concerning the guidelines will be held in six separate locations around the province, beginning in January. Consult the MDC web site to download a copy of the guidelines.

Legislation Review - A major MDC project since 2004 has been the review of all legislation and regulations governing the sale of motor vehicles in British Columbia. Legislation at all levels of government - often duplicative and conflicting - impacts upon business practices. The Legislation Review Committee consists of representatives from industry, the public-at-large, ICBC, Autoplan agents and the British Columbia Automobile Association. The committee will soon be

releasing its recommendations for consultation. All feedback received will be assessed before the MDC Board of Directors makes formal representation to government for changes to legislation.

Training courses, an administrative change - The registration process for the MDC certification course has changed. While the colleges will continue to be involved in the delivery of the courses and consult on curriculum, course registrations will now be handled through the MDC office. The change will be beneficial in further integrating these services with MDC programs. Said Earl Manning, Director of Licensing & Professional Development, "We are grateful to Douglas College and Okanagan University College for their support and continued involvement. Their professionalism and credibility have made the MDC salesperson certification process meaningful."