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Industry unites to promote used vehicle history searches

At a Vancouver news conference today, the motor dealer industry presented a united front, announcing a major thrust to enhance vehicle history research during the course of all consumer sales transactions.

The B.C. industry has formed a promotional partnership with a Canadian company, CarProof, that has built a network to provide the most comprehensive, accurate and timely used vehicle history report available in North America today. A unique CarProof Verified BC service also includes the Insurance Corporation of British Columbia's vehicle claims history.

Ken Smith, the President and Registrar of the Motor Dealer Council, made the announcement at a news conference today. Also participating were the Minister of Public Safety and Solicitor-General, John Les, and representatives of the New Car Dealers Association of B.C., the Independent Dealers division of the Automotive Retailers Association and ICBC.

Joe Luther, Vice-President of Product and New Business Development for CarProof, provided a comprehensive description of how the service works on a national basis, and the enhanced B.C. variation. Luther said: "We are both encouraged and impressed by the cooperative attitude and the determination of the B.C. industry to improve due diligence by both sellers and buyers."

All CarProof Verified BC search requests must be ordered over the Internet, whether by dealers or individuals. MDC will be further supporting this service by taking orders from either the public or small dealers over the phone, and providing written copies either by fax or mail.



The CarProof Verified BC package, available for \$59.95 per search, also includes ICBC's vehicle claims history along with information from other jurisdictions including damage reports and lien searches.

CarProof Verified BC is available as follows:

- CarProof Verified BC can be purchased online through the MDC web site (www.mdcbc.com) or by phoning MDC at 604-294-9889 extension 4 or, toll free, 1-877-294-9889 extension 4. An advantage of doing this through MDC is that it can also be requested by phone.
- From the New Car Dealers Association of B.C., the Independent Dealers division of the Automotive Retailers Association, from ICBC and at www.carproof.com. Some dealers plan to advertise that all used vehicles on their lot come with a CarProof report.
- MDC will be a beneficiary of a portion of each search fee. Surpluses generated from CarProof will be used to further MDC's goal to develop more "informed and confident consumers."
- Those who wish to purchase just the ICBC claims history can do so by visiting the ICBC web site (www.icbc.com).

MDC's primary advice to consumers is to investigate before buying - irrespective of the specific search service used - and to read all contracts and get copies of all promises in writing. More than one third of all used vehicles sold in British Columbia are sold privately. All buyers, either private sales or through dealers, are also advised to have an independent mechanical inspection, such as that provided by BCAA, before purchasing a used vehicle.