



Bulletin

Motor Vehicle Sales Authority of British Columbia



Announcing: A new name for a new era

30 March, 2007

Today, the Motor Dealer Council of B.C. (MDC) becomes the Motor Vehicle Sales Authority of British Columbia, soon to be known as the VSA. Along with the new name comes a complete new look, a new logo, and a new Internet address, www.vehiclesalesauthority.com.

The MDC name has caused some confusion - people assumed it was an industry association, promoting only the interests of dealers. Licensing of motor dealers, regulation, encouraging compliance, enforcement and working with dealers for the betterment of the industry is an essential part of the mandate, but the MDC (now VSA) also licenses and provides certification courses for the 8,000 people who work in vehicle sales and in the business offices of dealerships.

And that's just the industry side of our mandate. The core mandate of this agency, however, is to protect, educate and serve consumers as well as create a levelled playing field for the participating traders.

There has been no disagreement about the fact that our name has been less than satisfactory but it was more difficult to come up with a concise few words to describe the regulatory and enforcement functions, coupled with the vision to develop "a professional industry serving an informed and confident consumer."

An exhaustive process of workshops led to the approval by the Board of Directors of the new name, logo and related identity functions.

In a public news release today, the Registrar of Motor Dealers and the President of the Authority, Ken Smith explained that he hopes the new logo will eventually be seen as a symbol of quality and professionalism within the motor vehicle marketplace.

"The idea is our two communities - vendors and buyers - successfully interacting in the achievement of a sale, lease or trade. The white space symbolizes the VSA and its activities on behalf of every British Columbian. We all have a stake in this \$15 billion industry, one of the province's major generators of economic activity."

The goal of the VSA is to make this province the best market anywhere in which to buy, sell or trade a motor vehicle.

WARNING - Test drive, car thief

West Vancouver Police have asked the VSA to warn dealers to take extra care about whom they trust with unescorted test drives.

According to this source, Paul Joseph Kessler, 40, has been charged by Burnaby RCMP with possession of stolen property. A condition of his release was that he not be in any motor vehicle without the registered owner present.

The allegation stems from complaints by dealers in North Vancouver, Vancouver and Burnaby. The same story is related by all of the dealers: it is alleged that Kessler does the following:

- tells sales associates that he wants to buy a car and that he is close to making a decision.
- insists upon driving unaccompanied and sometimes returns it in order to try a second, more luxurious one.
- he inevitably takes a high end vehicle and does not return it.

If this happens to you, please contact the police agency in your jurisdiction.