



Bulletin

Motor Vehicle Sales Authority of British Columbia



VSA ad campaign emphasizes

16 October, 2007

"Deal only with licensed dealers & salespeople"

The goal of the VSA promotional campaign, launched last week in *The Vancouver Sun* and *The Province*, is to emphasize to the public the difference between the licensed, professional vehicle sales industry and those who sell illegally.

Three ads have been developed by the agency Publicis Vancouver. The messages urge consumers to get promises in writing, to obtain receipts and copies of contracts, to conduct history searches of used vehicles and to know who you are buying from. Funds for the project have come from a joint venture with the vehicle search firm CarProof, which donates a small part of each search fee to the VSA consumer education programs.

We are grateful to both Publicis and the newspapers for deeply discounting their usual rates so that we can get a greater bang for the buck, as much as \$4 value for every \$1 spent. Radio scripts are in development and we are in discussions with broadcast stations about an on-air launch, most likely in January.

An important part of the VSA mission is to help develop "informed confident consumers." Simple business practices can help achieve successful motor vehicle sales transactions.



VSA Dealer Directives amended:

Greater frequency of off-site sales now permitted

The Motor Dealer Directives have been updated to reflect a change to **Directive 2, Off-Site Sales**. The restriction limiting these sales to one in a three-month period" has been changed to "...two off-site sales in a six-month period".

This change is in recognition of the fact that the business of some dealers is dominantly seasonal (RV, motorcycles). This change provides the opportunity to participate in these sales, without restricting other dealers any further.

Please visit the VSA web site to review this change and all of the Motor Dealer Directives.