



1 November, 2007

Advertising Guidelines Revised

All dealers, their staff and representatives responsible for advertising should visit the VSA web site immediately to familiarize themselves with the latest revisions to the Advertising Guidelines.

(<http://www.mdcbc.com/pdf/AdvertisingGuidelines.pdf>)

The VSA first established these Advertising Guidelines to provide motor dealers with a comprehensive and plain language description of the legislative and policy requirements for advertising motor vehicles for sale. Motor dealers are

required to comply with the guidelines as a condition of licensing.

The guidelines strive to eliminate confusion resulting from various pieces of legislation, regulations and standards - all of which have been in place for some time. Since late 2005, they have been in one consolidated package, a "living document" in the sense that it is the subject of multiple workshops and constant dialogue within the industry. The latest revision continues this evolution.

The revisions are presented on the VSA web site as an "Advertising Bulletin." After reviewing the latest bulletin, the VSA recommends that motor dealers attach it as a reference to their copy of the Advertising Guidelines and make notes of any changes on the affected portions of the guidelines. Alternatively, motor dealers should download the updated version of the guidelines from the VSA web site.

This bulletin describes specific changes in the following areas:

- New guideline on use of fine print
- Definition and display of "total price"
- Information to be displayed when advertising credit and leases
- Information that must be included when advertising extended warranties
- The display of information required to identify a motor dealer, and
- Information that must be affixed to a vehicle

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"We do not want to discourage dealers and their advertising agents from putting the best possible face on their products and services, or to be inventive with respect to consumer psychology, but deliberate deception is unacceptable. We simply want to put some borders around the creativity."

- Ken Smith, VSA President/Registrar,
in a 2006 interview.