

Motor Vehicle Sales Authority of British Columbia

The VSA is an independent agency created by the British Columbia government to licence and regulate motor dealers and salespeople, and to serve the interests of consumers. The VSA's goal is a respected motor vehicle sales industry serving an informed and confident public.

To promote excellence and foster public confidence by raising industry standards, providing education, ensuring compliance, improving consumer awareness and leading innovation.

www.vehiclesalesauthority.com

Before You Buy Your Vehicle You Should:

- Research:
 - The vehicle
 - The price
 - The dealer
 - The VSA web site to ensure that both dealer and salesperson are licensed
- Obtain used vehicle history through:
 - A reputable search firm such as CarProof (all North America)
 - ICBC (BC only)
 - AirCare
- Have an independent mechanical inspection done prior to purchase.
- Read, understand your contract before signing and obtain your copy and any receipts before leaving the dealership.
- Ensure the contract states whether or not the deposit is refundable and includes any promises made by the dealer or the salesperson.
- Only deal with VSA licensed dealers and salespeople.



Motor
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Motor Vehicle Sales Authority of British Columbia*
Suite 150 – 6400 Roberts Street
Burnaby, BC V5G 4C9

Tel: 604.294.9889
Fax: 604.294.9313
Toll Free: 1.877.294.9889

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* formerly known as the Motor Dealer Council of BC





What is the VSA?

The Motor Vehicle Sales Authority of B.C. (VSA) is a “delegated administrative authority.” That means the government, through legislation, has vested responsibility and power to an independent agency to administer and enforce the Motor Dealer Act and the Business Practices and Consumer Protection Act and other regulations as they apply to the sale of motor vehicles.

The VSA area of responsibility is the retail sales of automobiles, light trucks, recreation vehicles and motorcycles. The Board of Directors consists of representatives of both the public-at-large and the motor vehicle sales industry.

The President of the VSA, who is also the Registrar of Motor Dealers, leads the mission to enhance professionalism, build public confidence and help improve the image of the industry.

The industry

The sale of motor vehicles represents one of the most vibrant industries in modern society, an economic impact approaching \$15 billion a year in British Columbia. The VSA licenses approximately 1,700 dealers and 7,000 salespeople and their support staff, including any managers or finance employees of a dealer who engage in direct customer services related to vehicle sales.

The mandate of the VSA is to build upon the positive attributes of the industry, while responding to consumer needs and working to achieve compliance to accepted standards of practice. A province-wide program of inspections and investigations strives to encourage the professionalism of industry members. Infractions of legislation or regulations are investigated and dealt with through a formal means of compliance administered by the Registrar.

Motor vehicle sales professionals

Professional development is at the core of the VSA mandate: codes of conduct, standards, training, researching best practices elsewhere and helping to inspire consumer confidence in licensed dealers and personnel. All salespeople and dealer office staff who have customer contact are required to be licensed. Dealers must ensure that all such personnel have a valid licence.

The VSA's Learning Division conducts a mandatory Salesperson Certification Course for all licensees and a new advanced course for the certification of experienced salespeople. The education programs have progressively

developed, helping to inspire in both novices and experienced salespeople, more appreciation for the complexity of significant consumer transactions, the importance of working within current legislation and respect for the best standards of professional behaviour.

Services to consumers

The busy consumer service line and the VSA web site have handled thousands of enquiries. When enquiries are received, VSA Consumer Services Officers assemble all appropriate information and then determine the best course of action. Working with both the dealer and the consumer can often resolve disputes, but when required, an investigation and disciplinary proceedings may follow. Some consumers may have to seek legal advice, while others may have an eligible claim to the Motor Dealer Customer Compensation Fund.

The VSA took the lead in consolidating, revising and simplifying advertising guidelines for vehicle sales. Workshops have been conducted around the province involving media, dealers and other industry professionals. This educational thrust is supported by enforcement.

Comprehensive information of benefit to consumers is available through the VSA web site, including questions to consider while shopping for and purchasing a vehicle. <http://www.vehiclesalesauthority.com/buying-tips.htm>

Motor Dealer Customer Compensation Fund

Under the auspices of the VSA, but with an independent Board of Directors, the Compensation Fund is designed to help consumers who have suffered an eligible loss as a result of a purchase, lease or consignment sale of a motor vehicle from a licensed B.C. motor dealer. Examples of eligible losses may be: the inability of the motor dealer to deliver the contracted vehicle as a result of bankruptcy, failure to provide clear title to the vehicle, refusal to pay the share of the sale proceeds of a consigned vehicle, dishonest conduct, or misappropriation or wrongful conversion of money or property entrusted to the motor dealer.

