

VSA "Off-Site Sale" Policies

Further to Directive #2 issued by the Motor Vehicle Sales Authority of BC (VSA), the following policies apply to all motor dealers participating in retail sales/promotion events away from their licensed location.

Fees: \$50.00 per dealer per day Maximum - \$200.00 per dealer per event

Consumer Shows & Sales / Group Discount: (5 or more motor dealers)

1. If all information and payment are provided in one submission by the event organizer, a discount of 30% of the off-site fees will be provided.
2. The organizer must provide complete details of the event and all participating motor dealers:
 - a. involved in retail vehicle sales during the event; and
 - b. not involved in retail vehicle sales activities or "display only" – fee does not apply.
3. Participating motor dealers are ultimately responsible for ensuring that an off-site permit is in place for any group event.

Application Deadline / Late Applications:

1. The deadline for completed applications to be received at the VSA office is 3 weeks prior to the start of the event as outlined in Directive # 2.
2. Completed individual applications received less than 3 weeks prior to the event start date will be subject to a 25% surcharge.
3. Completed group applications received less than 3 weeks prior to the event start date will not qualify for the group discount.
4. Completed applications not received until the event start date or afterwards will be subject to a 50% surcharge as well as the appropriate enforcement action/penalties.

General Event Requirements:

1. Each motor dealer is permitted a maximum of two off-site sales during a six-month period.
2. The off-site sale permit must be displayed and visible to the public at the event.
3. All motor dealers involved in retail vehicle sales activities must hold a valid motor dealer licence as issued by the VSA.
4. All persons dealing with retail consumers on behalf of participating motor dealers must hold a valid VSA Salesperson Licence. Manufacturer and supplier representatives may be exempt from this requirement and are not permitted to participate in retail vehicle sale negotiations
5. All advertising must clearly identify the registered name(s) of all participating motor dealers or the name of the legally registered organization hosting the event. Motor dealer(s) advertising for the event must comply with the VSA Motor Dealer Advertising Guidelines.
6. All vehicles displayed and offered for sale must be clearly marked identifying the selling motor dealer.
7. Event facilities must meet the requisite zoning and bylaws of the local authority.
8. All permits or licences if required by local authorities must be in place.

Events not requiring an Off-Site Sale Permit:

1. Events where vehicles are parked and locked with only dealership signage in locations such as shopping malls, lottery prize displays, and exhibition grounds where no motor dealer salespersons/representatives are present are exempt. The registered motor dealer name must be displayed on each vehicle. The displayed price of each vehicle must comply with the VSA Motor Dealer Advertising Guidelines.
2. Vehicle displays at events where retail sales are not permitted by other authorities are exempt.

A failure by a motor dealer to adhere to the above requirements may be reason to call the dealer to a hearing before the Registrar of Motor Dealers or to disallow future off-site sales for one year or more.