



Bulletin

Motor Vehicle Sales Authority of British Columbia



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Series outlines risks in private vehicle purchasing

VSA "Curber Videos" now on the web

The VSA is expanding the use of its website and is entering the world of social media. Our first step in making our messages more visual is a series of consumer-oriented videos on the risks of buying motor vehicles privately. The videos are now available on the VSA website and YouTube
<http://www.youtube.com/user/mvsabc>

The videos are short, entertaining bites designed to work well on YouTube and other social media. Each segment tells part of the overall story, including the risks of purchasing from a curber and the benefits of buying from a licensed dealer and salesperson.



Hat's Off to the Morrey Auto Group

The Morrey Auto Group has added a link to the new VSA videos on their Facebook page which can be found at:

<http://www.facebook.com/pages/Morrey-Auto-Group/108347760855?v=wall>

Links such as this carry the message to different audiences, demonstrating the value of leveraging good information. We encourage everyone to view and if possible, add a link to the VSA videos.



The four segments are:

- Buying Privately - Be Very Careful
- How to Spot a Curber or Fake Private Seller
- 6 Steps You Should Take Before Buying Privately
- Why You Should get a Vehicle History Report that Includes a Lien Check

The video content was developed by Doug Longhurst, the VSA's Director of Consumer Services and Professional Development; Anna Gershkovich, Manager of Consumer Services; Judy McRae, Manager of Corporate Services and Communications; and Terry Lineham, Program Director of the VSA's Learning Division. The series was produced and directed by Victoria-based Howard Harding of Harding MediaWorks and a talented team of actors and technicians.

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Videos - continued

"The goal was to keep our messages clear, entertaining and valuable to consumers of various educational levels, language skills and ages," Longhurst said. "We took our time to get it right and I am very pleased with the final product. So far, the feedback from various audiences has been very positive."

The VSA is particularly grateful to Victoria's Campus Nissan/Campus Infiniti for providing the venue for much of the videotaping.

If you have comments or suggestions, please send them to
communications@mvsabc.com



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