



VSA Works to Drive Buyers to Licensed Dealers

The VSA has targeted curber sales with the goal of driving consumers to buy their next vehicle from a licensed dealer. How? By telling consumers that, unlike curbers, licensed dealers are required to disclose the history and condition of a vehicle. And, that when purchasing from a licensed motor dealer, consumers have legal protections, including the requirement that dealers sell vehicles that meet minimum standards.

The joint consumer campaign with ICBC and CarProof – featuring Walt the Curber – has started a long overdue conversation in the industry and with the public. Furthermore, an uptick in media interest – from the Bill Good Show to local newspapers – proves that the public is curious to learn about the benefits and protections offered by licensed dealers and salespeople.

As a result, the VSA has seen a steady increase in consumers [reporting](#) curbers. And, the dedicated campaign link on the VSA website continues to be very active. Last year, British Columbian's spent nearly \$900 million buying from private sellers. If just 25% to 30% of these buyers are actually buying from curbers, hundreds of millions in sales are lost to licensed dealers. Hopefully, sales at licensed dealerships will follow.

Walt's nine weekly confessions are being published in the 78 Black Press community newspapers around the province. The papers have one million readers and their combined online websites get another one million views each month. Associated campaign big box and banner ads will continue into June. You can catch up on Walt's previous confessions on www.drivewaycanada.ca, or find out more on the campaign at www.watchoutforwalt.com.

The VSA's share of the campaign costs come from the VSA Consumer Awareness Fund. All administrative penalties assessed by the Registrar are placed in this fund.



Motorcycle Advertising

Motorcycle dealers are reminded that they are obligated to follow the same advertising rules as automobile and RV dealers. This means following the [VSA Advertising Guidelines](#), including the dealer name and number in all ads and listing the *total price* of the motorcycle. To avoid compliance action, the *total price* for motorcycles must include the freight and PDI in addition to all extra fees.

The 2014 Vancouver International Auto Show

Over 25 VSA staff from every department worked at least one shift at the show, chatting with both consumers and industry members. The "Plinko" game once again proved to be a key attraction and gave the VSA plenty of opportunity to share its core messages.

During the show, the VSA gave out over 4100 branded items to consumers. Additionally, nearly 400 Tim Hortons gift cards were given away to salespeople working the show as a way to recognize their hard work in promoting the industry and the models on display.

A new addition this year was Walt the Curber. His seven stage shows were an engaging and enjoyable way to highlight the risks of buying from curbers and the benefits of buying from a licensed industry.