

Using MSRP in Advertising • Part 3: Sample Ads

Can you show me examples of advertising using MSRP or a Dealer List Price that is not misleading? Not unless a substantial number of vehicles have been advertised or sold at those prices.

Example A

The recent GM campaign uses MSRP as a benchmark price and does not promise a specific savings off MSRP. Because there is a published MSRP in Canadian dollars for all GM vehicles, the consumer can estimate a potential savings. But from what price is the implied savings taken?

For the savings claim to be true, the dealer will need to prove they have previously advertised or sold a substantial number of vehicles at the price from which the discount is to be taken. The ad appears to solve some of the issues around MSRP, but may in fact be more misleading and difficult to prove.



GET UP TO 20% OF MSRP

INVENTORY IS LIMITED. SEE YOUR DEALER TODAY.

CASH PURCHASE CREDIT

ON SELECT 2017 MODELS

GMC CHEVROLET BUICK

ENDS OCT 31ST

Buick: 2017 Buick Verano, MSRP \$18,999. Chevrolet: 2017 Chevrolet Malibu, MSRP \$16,999. GMC: 2017 GMC Terrain, MSRP \$22,999. Buick: 2017 Buick Encore, MSRP \$15,999. Chevrolet: 2017 Chevrolet Equinox, MSRP \$20,999. GMC: 2017 GMC Acadia, MSRP \$25,999. Buick: 2017 Buick Wildcat, MSRP \$17,999. Chevrolet: 2017 Chevrolet Cruze, MSRP \$14,999. GMC: 2017 GMC Sierra, MSRP \$28,999. Buick: 2017 Buick Regal, MSRP \$19,999. Chevrolet: 2017 Chevrolet Volt, MSRP \$30,999. GMC: 2017 GMC Yukon, MSRP \$35,999.

Example B

The sample RV ad appears compliant because a Dealer List Price is used as the benchmark for a new, imported RV for which there is no published MSRP in Canadian dollars. However, the implied savings off the Dealer List Price means the dealer would need to prove they have sold or advertised a substantial number of vehicles at that dealer list price.



Jim's RVs Travel is the Answer. Bring Your Home With You!

1122 Main Street, Carville B.C.

 <p>2018 PANTHER WRB 23' Dealer List Price \$236,000 Reduced Cash Sale Price! \$199,950 400HP Cummins Quad Slide Front Kitchen</p>		
 <p>2016 COUGAR WIND 44F Stock #: 44444 Ford Triton V10, Full Wall Slide, 64,522 km Dealer List Price \$180,500 CASH SALE PRICE! NOW \$125,000</p>	 <p>2015 MILLWOOD SE 36D Stock #: 55555 Workhouse V8, Triple Slide, 46,549 km Dealer List Price \$112,000 CASH SALE PRICE! NOW \$99,500</p>	 <p>2007 TRIVALO SE 42B Stock #: 66666 Ford Triton V8, Double Slide, 56,778 km Dealer List Price \$126,200 CASH SALE PRICE! NOW \$109,250</p>

1122 Main Street, Carville 604-111-2222 www.jimsrvs.com

Part 1 – Using MSRP: A Caution
Part 2 – RVs and MSRP