

Part 1: New Industry Code of Conduct

Code to be in force April 1, 2019

On Friday, February 8, a regulation was passed establishing an industry code of conduct. The code sets professional standards for dealers, salespeople, wholesalers, broker-agents and broker-agent representatives.

The VSA worked with industry partners to develop a code that supports a high bar of professionalism. The industry focus group reviewed six existing codes from provincial and national dealer associations, as well as similar legislation in Ontario, in drafting a code to recommend to government. That draft was largely adopted as submitted. This completes the last legislation modernization request made by the industry to government.

Plain Language Version of the Code of Conduct

All registered motor dealers and all persons licensed under the *Motor Dealer Act* regulations:

1. Will act with honesty and with integrity.
2. Will not discriminate against a person because of the person's: race, colour, ancestry, place of birth, religious beliefs, marital or family status, physical or mental disabilities, sex, sexual orientation, gender identity or expression, or age (if 19 years or older).
3. Will document in a written agreement any oral or written representations that they have made, in respect of a transaction.
4. Will respond promptly and courteously to consumer inquiries.
5. Will not make false or misleading representations with respect to any amount charged in respect of a consumer transaction.
6. Will not adversely affect the reputation of a motor dealer, a licensee, the Vehicle Sales Authority of British Columbia or the Registrar.
7. Will not intimidate a consumer.
8. Will safeguard any information and records of a consumer that they possess or control.
9. Will not aid, abet, counsel or cause a person to contravene
 - a) the *Motor Dealer Act* or any of its regulations,
 - b) the *Business Practices and Consumer Protection Act* or any of its regulations,
 - c) a condition of a licensee's licence or a motor dealer's registration, or
 - d) any other law.

Implementation

The code is required to be posted in a form approved by the Registrar at all licensed businesses as of April 1, 2019. The VSA will be distributing copies for display and providing a pdf for other approved uses.

The legislation also requires every licensee to review and acknowledge the code. To complete this process, the VSA will be providing a mandatory, free online Continuing Education (CE) module to introduce the new code and review all the changes contained in the *Motor Dealer Amendment Act, 2016*. Details of this CE module will be in a following Bulletin.

Questions?

If you have questions, call the VSA at 604-574-5050 or 1-866-400-3529 and mention the new Code of Conduct. Or email communications@mvsabc.com. Or review these documents:

[The Code of Conduct as enacted](#)

[An annotated version of the code with explanations and examples](#)



The VSA is an independent, non-profit agency that oversees the retail sales of personal-use motor vehicles in British Columbia. Please send your questions and comments to communications@mvsabc.com

Vehicle Sales Authority

