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Highlights

- MVDA 2002 launches April 1, 2009
- Prices used in ads must include all related charges
- Revised certification course launches January 2009

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Advertising changes under MVDA 2002

The new MVDA 2002 launches April 1, 2009!

In this bulletin we provide a **brief** overview of some of the changes regarding **advertising**. Although other bulletins will be forwarded for your information, we strongly encourage you to sign up for the revised OMVIC Certification course, offered by the Canadian Automotive Institute, which will launch in January 2009.

Advertising Highlights:

- Advertisements will need to contain the registered name and phone number of the selling dealer. If there are space or time restrictions (e.g. classified ads), an ad must at least state it has been placed by a registered dealer.
- If an advertised vehicle was a daily rental that has not been owned by someone other than a dealer, taxi, limo, police cruiser, emergency service vehicle or, this information must be clearly shown in the ad.
- If an ad is for a used vehicle of the current year or the previous year, the ad must clearly show the vehicle is used.
- If an ad includes a price for a vehicle, that vehicle must be available for sale. If there is a limited supply of a particular vehicle, the ad must show the number of vehicles available at that price.
- If an ad includes a price for the vehicle, that price must include all charges related to the sale of the vehicle. This includes freight and inspection charges, administration fees and any other fees, levies and taxes. Dealers do not have to include taxes in the advertised price as long as the ad indicates in a *clear and prominent manner* that taxes **are not included** in the price.
- If you advertise that an extended warranty is included, the ad must state the term of the warranty and the maximum claim limits, if any.

More Information:

To read the Motor Vehicle Dealers Act and its accompanying Regulations, as well as other information bulletins, **visit the MVDA 2002 page on OMVIC's web site: www.omvic.on.ca**.

