

DEALER AD IDENTIFICATION

OMVIC investigators are finding advertisements placed by registered dealers or their staff disguising themselves as private sellers on websites like Craigslist and Kijiji. These ads often have cell phone numbers as the main contact and do not indicate a dealer location or identify it as a dealer advertisement.

Under the MVDA, dealer ads **must include** the registered name and business telephone number in a *clear, comprehensible and prominent* manner. If there is a limitation on the space available (such as a classified ad) then the ad must indicate it was placed by a registered dealer by placing the word “dealer” in the classified ad.

OMVIC would like to remind dealers it is their responsibility to ensure advertising produced complies with all applicable regulations. Dealers should ensure staff members do not place ads for dealer inventory that violate the disclosure requirements of the MVDA.

OMVIC takes advertising issues seriously and intends on strictly enforcing the regulations.

Contact information:

Robert Kirsic
416-512-3525
Robert.Kirsic@omvic.on.ca

