

DIRECT MARKETING AND MAILING CAMPAIGNS

OMVIC has become aware of a number of direct mail marketing campaigns being produced by, or on behalf of, dealers which target the dealership's customer database.

Many of the statements contained within these campaigns are misleading and contravene the *Motor Vehicle Dealers Act, 2002*, Code of Ethics and Standards of Business Practice.

Examples of misleading statements include:

- Implying the dealership has been "authorized" to conduct a special sale
- Implying the consumer is exclusively invited to take part in a special event or offer
- Implying a consumer can "exchange" their current vehicle for a new model without additional costs
- Comparing new vehicle price savings to the manufacturers suggested retail price
- Promoting attractive interest rates without full credit disclosure

OMVIC would like to remind dealers it is their responsibility to ensure advertising produced on their behalf complies with all applicable regulations. OMVIC intends on strictly enforcing the regulations.

Should you become aware of a dealer in your area that is using one of these campaigns, we would appreciate it if you would bring this to the attention of the person listed below.

Contact information:

Andrea Korth
Business Standards Coordinator
Andrea.Korth@omvic.on.ca

