

ARE YOU CERTIFIED IN AUTOMOTIVE LAW AND ETHICS?

Did you know dealers and salespersons that have successfully passed the OMVIC Certification Course through Georgian College (CAI) are entitled to use the designation **“C.A.L.E. - Certified in Automotive Law and Ethics”**? (see examples below) Most dealers and salespersons work hard to serve and meet the needs of their customers and yet many consumers still don't understand the benefits of buying from a registered dealer. Using the C.A.L.E. designation builds trust, strengthens credibility and helps consumers understand dealers and salespeople are proven professionals who have met Georgian College and OMVIC training standards.

John Doe, C.A.L.E.
Sales Representative - *Certified in Automotive Law and Ethics*

Big Sky Auto Sales

5555 North 5th Street
Unit 100
Richmond Hill, ON
(905) 555 - 1212
john.doe@bigskyautosales.ca

Jane Doe, C.A.L.E.
Certified in Automotive Law and Ethics
Sales Representative

1-800-943-6002 Work
(416) 226-4500 Mobile
jane.doe@windingroadauto.ca

WINDING ROAD AUTO
789 Don Mills Road
Toronto, ON, M3C 1T5

Not only are graduates of the Certification Course able to use the C.A.L.E. designation, they may also use the OMVIC/CAI logo.



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For those who have already earned their certificate from Georgian College, use the C.A.L.E. designation proudly. If a dealer or salesperson was registered prior to the certification course's existence, they may still take the course, and OMVIC encourages them to do so! Once successfully completed, Georgian College will issue a certificate, and the C.A.L.E. designation may be used.

The OMVIC Certification Course is available through home study, or via a one day in-class lecture. Subjects include:

- MVDA2002
- Disclosure
- Rescission
- Advertising
- Contract requirements
- Code of Ethics and discipline process
- Consumer Protection Act and Sale of Goods Act
- Inspections and Investigations

Dealers and salespersons interested in taking the Certification Course may contact the Canadian Automotive Institute (CAI) at Georgian College by calling 1-877-722-1513, or they may log onto www.georgianc.on.ca/cai/omvic/ for more information.

CONTACT

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