

**Ministry of Government and Consumer
Services ServiceOntario**

**Ministère des services gouvernementaux et
des services aux
consommateurs ServiceOntario**

Operational Support Division

Division du soutien opérationnel

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To: Ontario Motor Vehicle Industry Council (OMVIC)
Trillium Automobiles Dealers Association (TADA)
Used Car Dealers Association of Ontario (UCDA)

Subject: Digital Dealership Registration (DDR) Initiative Update

This letter is to provide an update on the status of the Digital Dealership Registration (DDR) initiative led by the Ministry of Government and Consumer Services (MGCS), in partnership with the Ministry of Transportation.

The government is committed to adopting digital practices and technologies to deliver simpler, faster, better services to the people and businesses in Ontario. DDR will enable vehicle dealers to complete vehicle registrations online and limit the need for dealers to visit ServiceOntario centres. This new online service will help improve margins and reduce time spent by Ontarians and Ontario businesses on vehicle related administration. MGCS is exploring several options for DDR to allow dealers to save time and enhance customer service.

MGCS is preparing to soft launch DDR (Release 1) in January 2022, with a limited number of dealerships. In this release, participating dealerships will be able to complete a new passenger vehicle registration online, using a new license plate, license plate sticker and vehicle permit from stock that will be held on-site at the dealership. During the soft launch period, participating dealerships will have the opportunity to try out our new system. All existing dealer services offered in-person at ServiceOntario locations will continue to be available to ensure continuity of business operations for all dealerships.

The onboarding of dealerships to DDR Release 1 will be undertaken using a phased approach, allowing the ministry to test the system with a limited number of dealerships and gather feedback for improvement to inform subsequent releases. While participation in the first release will be limited, more dealerships will be invited to take part in this initiative as future releases and additional transaction types are introduced over time.

Future planned phases will include adding more dealerships over the coming months while also adding more transactions and functionality over time. The final system will offer dealers an inclusive vehicle registration process that is simpler, faster and better than the existing model.

MGCS is requesting your support to help modernize the dealer registration process, by:

- The Trillium Automobiles Dealers Association (TADA) identifying dealerships interested in Release 1 participation and supporting usability testing of the application prior to Release 1;
- The Ontario Motor Vehicle Industry Council (OMVIC) ensuring that dealerships who are participating in DDR are in regulatory compliance; and
- The Used Car Dealers Association of Ontario (UCDA) including input on used car dealerships interested in participating in subsequent releases as DDR is expanded to include used vehicle transactions.

In-person services will continue to be an important component in serving Ontarians in rural and urban communities who need and want in-person services, and we anticipate that ServiceOntario centres will continue to play an important role in fulfilling dealership registrations under DDR.

Engagement will continue as we approach the January 2022 limited Release 1 launch. Please share this update with your members. If you have any concerns, please don't hesitate to contact us at dealerships@ontario.ca.

Sincerely,

Joanne Anderson
Assistant Deputy Minister
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ServiceOntario
Ministry of Government and Consumer Services