

WHAT IS ALL-IN PRICE ADVERTISING?

If a dealer advertises a price for a vehicle (new or used), the **MVDA** requires that the price include ALL fees and charges the dealer intends to collect, with the exception of HST and licensing. Licensing refers to the actual cost of vehicle registration and plates — it cannot include extra fees added by the dealer. Note: while dealers must include all fees and charges in an advertised price, these fees and charges must be listed separately and itemized on a bill of sale.

EXAMPLES OF FEES THAT MUST BE INCLUDED IN AN ADVERTISED PRICE:

- Freight
- PDI-PDE
- Administration
- Safety
- Government Levies
- OMVIC fee

The **MVDA** also requires that products or services that are pre-installed by the dealer **MUST** be included in the advertised price. Examples include:

- Warranties
- Security products & services
- Nitrogen & Tire protection packages
- Fuel

EXAMPLES OF ADVERTISEMENTS:

These regulations apply to all advertisements including those in or on:

- Newspapers
- Magazines
- TV & Radio
- Billboards
- Signs (including those in or on the vehicle)
- Websites
- Social media



Remember OMVIC is here to help.

Dealers can submit advertisements for a free review to OMVIC's Business Standards team at:
marketing_standards@omvic.on.ca (Please allow 2-3 business days for a response)

"Fairness and professionalism are good for the consumer, the industry and your business"

AD TEMPLATES FROM A MANUFACTURER

Manufacturers are not regulated by OMVIC; therefore, manufacturer ads do not have to comply with the **MVDA**.

Dealers who use a manufacturer's ad template should review the template and make any necessary changes to ensure compliance with the **MVDA** (and the **CPA** for credit or lease offers).

EXCEPTION 1 – ADVERTISEMENTS FOR AN “UNFIT” VEHICLE

If an advertisement has been placed for a vehicle being sold “unfit” (i.e. without a safety standards certificate), the advertised price must include all other fees excluding the cost for safety certification (and HST and licensing).

Therefore, an advertisement for an “unfit” vehicle should state in a clear, comprehensible and prominent manner: “This vehicle is not drivable, not certified and not e-tested.”

If a dealer intends to offer certification, that cost must also be disclosed; for example:

“Certification is available for \$XXX.”

EXCEPTION 2 – JOINT ADVERTISEMENT PLACED BY TWO OR MORE DEALERS

If an advertisement has been placed by two or more dealers, and there is a fee that varies from one dealer to another (e.g. administration fee), that fee may be excluded from the all-in price; however, the amount of the fees and what it is for **MUST** be disclosed in the ad, along with the names of the dealers, in a clear, comprehensible and prominent manner.

For example:

“This price does not include administration fees, which vary from \$199 to \$399, depending on the dealer.”

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