

### Delivering the benefits of self-management

On January 7, 1997 the motor vehicle industry in Ontario entered the exciting new era of self-management. Confident of its ability to govern itself effectively, the newly-formed Ontario Motor Vehicle Industry Council (OMVIC) took over administration of the Motor Vehicles Dealers Act (MVDA) from the Ministry of Consumer & Commercial Relations (MCCR). OMVIC's vision is simple:

## *We're committed to a fair marketplace*

### Our Mandate

OMVIC's job is to administer the Motor Vehicle Dealers Act and maintain a fair, safe and informed marketplace. Through new initiatives, special projects and enhancements to ongoing activities, we are focused on achieving:

- Better consumer protection
- Greater business leadership and marketplace responsibility
- Enhanced industry professionalism

### Our Clients

In ensuring a fair marketplace, the principal groups we serve are consumers, dealers and government. While completely independent, we work closely with industry associations, consumer advocates and other stakeholders to improve the industry for *all* of our clients.

### Our Services and Structure

We fulfill our mandate by providing services in four areas:

- Registration, including processing applications, maintaining a database, cooperative support to the Motor Vehicle Dealers Compensation Fund and delivering the responsibilities of the Registrar, MVDA.

- Monitoring and enforcement, including conducting inspections, initiating investigations and pursuing prosecutions.
- Professional standards and public awareness, including developing and promoting consumer awareness programs, registrant education programs and industry certification, ethics and advertising standards.
- Complaint handling and mediation, including providing recourse to consumers and dealers and providing an appeals process.

### Our Financial Resources

OMVIC's funds come from registration fees paid by dealers and salespersons, not from taxpayer dollars. Many of our activities will be directed to finding better, more effective ways to provide service. Any extra funds will be reinvested in technology improvements, education and enforcement for our clients' benefit.

### Our Mission

OMVIC's mission for its Board of Directors, general membership and staff, is:

*We will take pride in the results of our commitment to a fair marketplace, achieved through innovation, enforcement and excellence in service.*

# *innovative*

## Looking for ways to do things better

Our business objectives, programs and services are aimed overridingly at protecting the public interest. Our activities include:

- Administering the Motor Vehicle Dealers Act
- Providing the statutory duties of the Registrar
- Maintaining open, cooperative communication channels with government
- Co-operative enforcement with law enforcement agencies
- Marketing the benefits of self-management

Two fundamental business objectives cross all areas of programs and services. OMVIC intends to:

- Foster a customer service-driven culture, viewing service to the customer as integral to everything we do.
- Review and recommend changes to the Motor Vehicle Dealers Act, finding ways to maintain its relevance to new industry, economic and technology developments.

Our operational objectives for the next three years include:

- Simplifying the registration process, making it more accurate and up-to date, and increasing its flexibility to meet changing marketplace demands.
- Turning up the heat on phantom dealers and curbsiders and increasing the number and frequency of dealer inspections.
- Raising industry professionalism through registrant education, developing a code of ethics, new advertising guidelines and consumer awareness programs.
- Speeding up the complaint handling process, providing a cheaper alternative than going to court and working with the Motor Vehicle Dealer Compensation Fund to better accommodate client needs.

## OMVIC'S Complaint Mediation Service

OMVIC will offer a complaint mediation service for consumer-dealer and registered dealer-to-dealer disputes. Our goal is to provide the complainant with a response from the other party within two weeks, to involve less paper and to allow clients to submit their complaints by toll-free phone, fax or mail. The process is to:

1. Advise complainants of their rights and responsibilities and help them to resolve the dispute on their own.
2. If a resolution is not possible, to obtain information from both sides and develop a solution addressing the legal and ethical obligations of both parties.

Consumers who feel that complaints have not been handled fairly may appeal to OMVIC's Appeals Committee, which is chaired by a non-industry Board member.

## French Language Services

OMVIC will endeavour to ensure that it is responsive to all inquiries received in the French language. An equivalent level of service will be provided in both languages whenever and wherever demand and customer service warrant.

# professional

## Proposed OMVIC Initiatives

### Year 1

	Protect consumers	Better service for registrants	Enhance industry professionalism	Ensure fair and open competition
Develop plain language kit for new applicants		✓	✓	
Beef up enforcement	✓	✓	✓	✓
Explore introduction of different classes of registration		✓		✓
Require identification for all new applicants	✓	✓		✓
Anti-curbsider projects	✓	✓	✓	✓
Endorse certification program	✓		✓	✓
Establish Board committee on Code of Ethics	✓		✓	✓
Establish Board committee on Discipline	✓	✓	✓	✓
Establish Board committee on Appeals	✓			
Develop advertising guidelines	✓		✓	✓
Develop alternate dispute resolution process	✓	✓		
Establish regional network of qualified inspection and investigation staff	✓	✓	✓	✓
Integrate compensation fund and registration process	✓	✓		

### Year 2

Develop alternate ways for dealers to pay registration fees		✓		
Develop photo identification system for all registrants		✓		✓
Implement website to communicate industry information	✓	✓		
Conduct review of MVDA	✓	✓	✓	✓
Develop letters of credit/bonding policies for high risk registrants and promote the necessary regulatory changes	✓	✓	✓	✓

### Year 3

Implement dealer certification process	✓		✓	✓
Coordinate consumer compensation and dealer compliance policies	✓		✓	✓

*accountable*

## Ensuring Accountability

A 12-member Board of Directors provides oversight to OMVIC. The Board's role is to:

1. Provide business direction to OMVIC.
2. Ensure financial and functional viability of OMVIC.
3. Ensure that OMVIC's operational and

financial controls are functioning properly.

4. Provide OMVIC with access to appropriate resources.
5. Communicate and market OMVIC's benefits enjoyed by consumers, registrants/members and government.

### Our Board comprises:

- Nine members from the motor vehicle industry
- Two non-industry consumer representatives who are appointed by government
- One government representative

## Our founding Board members are:

### Industry Representatives

John Carmichael - Chair  
*President, City Buick Pontiac Cadillac  
Scarborough*

Anne Marie Chisholm - Secretary Treasurer and  
Chair, Finance  
*Vice-President, Rose City Ford  
Windsor*

Gerry Barg  
*President, Barg Management Inc.  
Kitchener*

Steve Peck  
*Owner, Jillran Holdings  
Thornhill*

Mark Campbell  
*Partner, Campbell Auto Sales  
Barrie*

Harold Cunningham - Chair, Education and  
Membership  
*President, Baywest Motors Inc.  
Owen Sound*

Bob Stephen  
*President, Agincourt Nissan  
Scarborough*

Al McDowell  
*President, Southbank Dodge Chrysler  
Ottawa*

Richard Tassé  
*President, Tassé Automobiles Ltd.  
Hanmer*

### Consumer Representatives

Pauline Mitchell - Chair, Consumer Appeals  
*Director of Public and Government Affairs  
Canadian Automobile Association, South Central  
Ontario*

Whipple Steinkrauss - Director, Motor Vehicle  
Dealers Act  
*Assistant Deputy Minister (Retired)  
Business Practices Division  
Ministry of Consumer & Commercial Relations*

### Government Representative

Sue Corke  
*Director of Marketplace Standards and Services  
Ministry of Consumer & Commercial Relations*

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This report is an Executive Summary  
of our 1997 Business Plan

For more information, please write to:

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français.

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