

All-In Price Advertising Quiz



1

A 'new' car dealer can add their name or contact information to a manufacturer's advertisement without concern for all-in pricing because manufacturers are exempt from the MVDA.

True or False

1

False

If an ad is associated with a dealer, it must comply with the *Motor Vehicle Dealers Act (MVDA)* and the *Consumer Protection Act (CPA)*. Dealers should review and make changes to any manufacturer's advertisement template they intend to use to ensure compliance.

2

If a dealer's advertisement contains a price for a vehicle, that price **must** include:

- A. Administration fees
- B. Taxes (unless the ad states in a clear, comprehensible and prominent manner that HST is not included)
- C. Freight (if new) and pre-delivery inspection (PDI) fee
- D. Other mandatory fees related to dealer pre-installed products/services such as etching or fuel
- E. A, B and C
- F. All of the above

2

F: All of the above

When a dealer advertises a vehicle price, that price must include all fees and services the dealer intends to collect with the exception of HST and licensing (the ad must clearly and prominently indicate that HST and licensing are extra). **Note:** licensing refers to the actual cost of vehicle registration and plates. It cannot include extra fees added by the dealer.

3

The all-in price advertising laws do not apply to a vehicle advertised as being sold unfit (not safetied).

True or False

3

False

All-in pricing still applies – only the cost of the SSC can be withheld from the advertised price and the ad must disclose the vehicle is not drivable and if safety inspection is available, that cost. Other fees, such as admin fees, must be included in the advertised price of a vehicle being sold unfit.

BONUS advertising questions not related to all-in pricing!



1

If an advertisement is for a vehicle that was previously used as a daily rental (i.e. vehicle not subsequently owned by someone other than a dealer), that information must be prominently displayed in the advertisement.

True or False

1

True

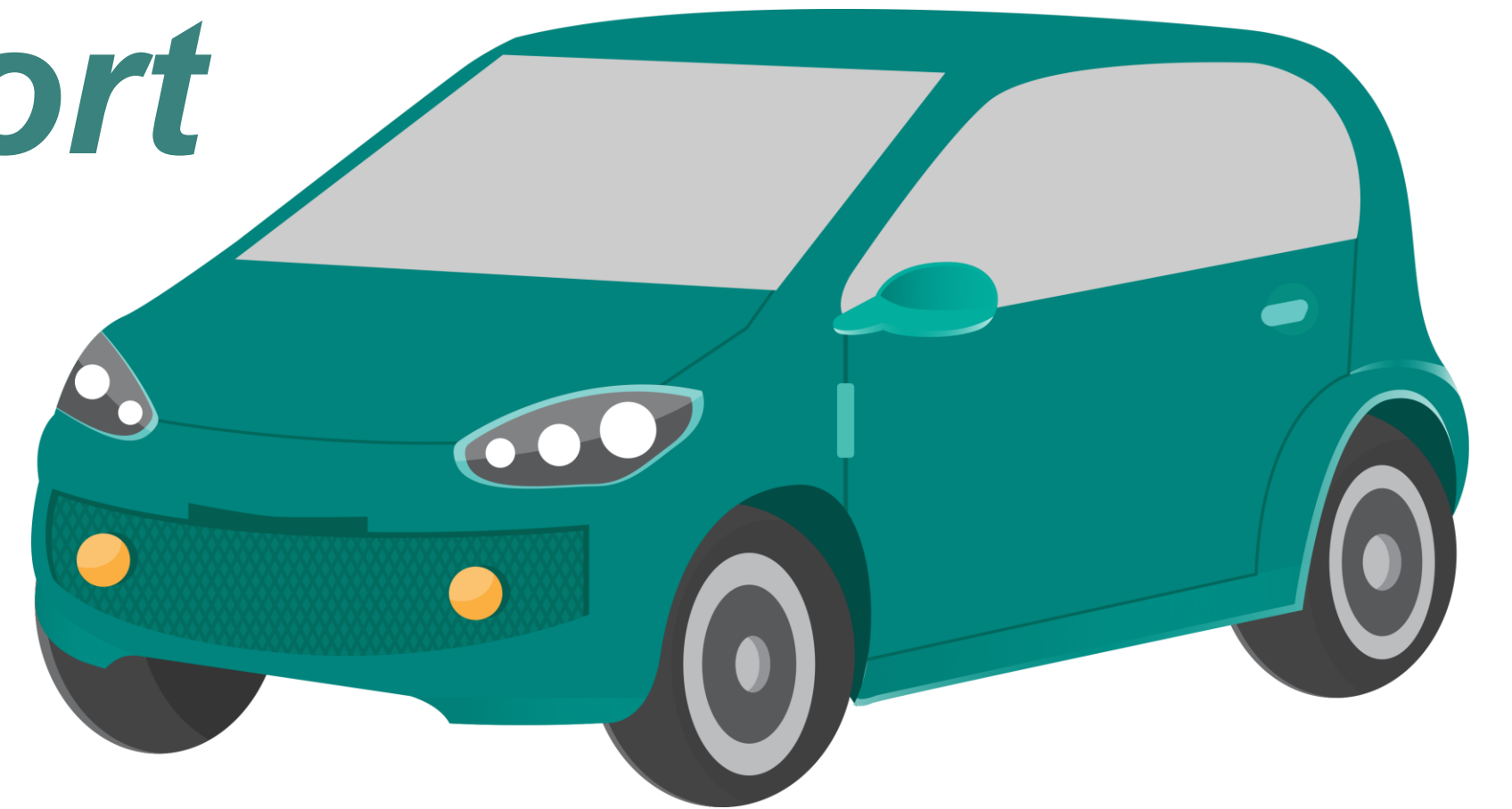
The MVDA requires certain disclosures be clearly and prominently disclosed in the advertisement including previous use as daily rentals, taxis, limousines, and police or emergency service vehicles.

2

This ad is compliant.

True or False

**2019 Sport
Hatch**



FINANCE FOR ONLY

\$ 229

PER MONTH!

\$0 DOWN

2

False

1. The *Consumer Protection Act* requires an ad that provides a finance offer also include:
 - I. The cash price
 - II. Annual Percentage Rate (disclosed as prominently as the payment)
 - III. Term of the loan
 - IV. Cost of borrowing

For more information,
contact us at 1-800-943-6002

