

# THE DEALER STANDARD

Consumer Protection • Registrant Professionalism • Consumer Support

## OMVIC's 2023 Annual Meeting

Join us for OMVIC's Annual Meeting on **Wednesday, June 28, at 2:30 p.m.** You can attend in person or virtually, based on your preference. The meeting will take place at Novotel Toronto North York (Gibson Ballroom), located at 3 Park Home Avenue, Toronto.

During the meeting, you'll hear from Virginia West, the chair of the board, and Maureen Harquail, the CEO and registrar, as they share the notable achievements of 2022. We will also cover topics such as corporate by-law amendments, audited financial statements for 2022, and the election of directors.

To attend the meeting, please [pre-register here](#) by **Friday, June 23, 2023**. After registering, you will receive a confirmation email with more details.

Only dealer members may vote and participate in the Annual Meeting. If you are a dealer member who can't attend in person or virtually but still want your vote counted, please submit a proxy on **Monday, June 26, 2023, by 2:30 p.m.** by following [this link](#). Remember, each dealer member (dealership) has one vote on each matter.

You can access the Annual Meeting materials, including the amended by-law PDF [here](#). We also held an informational webinar on June 16 to address questions about the by-law changes. You can watch the recording on [omvic.ca](#).

If you have any questions, please email [omvicagm@omvic.on.ca](mailto:omvicagm@omvic.on.ca)



## OMVIC's new online services portal launch

To improve the online registrant experience, OMVIC launched a new online services portal on Monday, May 8, 2023. The new portal will enhance services by increasing access to information, as well as adding new features and self-serve functionalities. These updates will now allow registrants to easily submit and access their files and information anytime and anywhere.

This upgrade will also improve operations and the registrant/applicant experience by

modernizing the core operating system and upgrading OMVIC's digital capabilities.

### What do you need to know?

Existing usernames and passwords are no longer valid and will not work on the new online services portal. You must create a new account to access information on the portal. Invitation emails were sent out in batches to all registrants starting on Monday, May 8.

Registrants who have not received a portal invitation email or those who require urgent access to the portal can contact the registration department at [registration@omvic.on.ca](mailto:registration@omvic.on.ca) or call 1-800-943-6002 ext. 2 for assistance. Your patience is appreciated during this transition.

### Questions?

OMVIC has developed a set of resources, including frequently asked questions, on using the new online services portal. These resources can be accessed [here](#).

To learn more, please contact the registration department at [registration@omvic.on.ca](mailto:registration@omvic.on.ca); the dealer support department at [dealers@omvic.on.ca](mailto:dealers@omvic.on.ca); or call 1-800-943-6002.

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## CEO dealership visit

On May 3<sup>rd</sup>, 2023, OMVIC's CEO and Registrar Maureen Harquail and the Minister of Public and Business Service Delivery, the Honourable Kaleed Rasheed, visited dealerships within the minister's riding of Mississauga-Cooksville. These visits offered the minister an opportunity to hear first-hand insights from registrants on the current state of the motor vehicle sales industry. This direct outreach also offered an opportunity to build closer relationships between dealers and the ministry that represents them.

Maureen and the minister discussed how each registrant has been coping with the economic impact of the vehicle/chip shortage and welcomed feedback from registrants on how OMVIC can better support their dealership.

Discussion highlights included:

- Challenges and industry concerns
- Chip shortages
- Benefits of the digital dealership registration initiative
- Electrification and manufacturers
- Luxury tax
- Manufacturer fines for exporting vehicles, and
- Dealership fraud



Maureen Harquail and Minister Kaleed Rasheed.



Maureen Harquail, Minister Kaleed Rasheed, Ivan Kovacevic (GM) and Tony Nahn (Senior Sales Manager).



Tony Nahn, Maureen Harquail, Minister Kaleed Rasheed, and Ivan Kovacevic.



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Instagram: [@OMVIC\\_Official](https://www.instagram.com/OMVIC_Official)

Twitter: [@OMVIC\\_Official](https://twitter.com/OMVIC_Official)

LinkedIn: [Ontario Motor Vehicle Industry Council \(OMVIC\)](https://www.linkedin.com/company/ontario-motor-vehicle-industry-council)

Facebook: [OntarioMotorVehicleIndustryCouncil](https://www.facebook.com/OntarioMotorVehicleIndustryCouncil)

## Maintain compliance with dealer guidelines

OMVIC has released several guidelines to provide clarity to registrants on the current legislation, regulations, and up-to-date information on how to remain compliant with new standards. The release of each guideline is combined with a webinar to provide an overview and an opportunity for registrants to ask any questions they may have.

For each guideline, OMVIC worked with registrants to assess the guidance registrants need to ensure they understand the resources and tools available to them. The guidelines reflect the input received. Below are some of the most recent guidelines released.

### [Auctions guideline](#)

Recent supply chain issues mean that dealers are turning to auctions more often. As a result, some dealers find themselves in situations of uncertainty when it comes to compliance with legislation. This guideline offers guidance on how best to support the industry in relation to auctions.

### [Advertising guideline](#)

Advertising-related questions and concerns are among the most common type of inquiries OMVIC receives from dealers, salespersons, and consumers. As a result, OMVIC has released a guideline outlining the current expectations and requirements for advertising. The guideline includes an overview of the current legislation, regulations, and up-to-date information on how to remain compliant with the new and existing standards.

### [Exemptions guideline](#)

There are certain exemptions to the requirements for registration with OMVIC. This guideline is intended to provide a framework for understanding and implementing these rules and regulations.



### [Questions?](#)

The dealer support team is available to assist dealers in achieving and maintaining compliance with the Motor Vehicle Dealers Act (MVDA). Please contact dealer support at [dealers@omvic.on.ca](mailto:dealers@omvic.on.ca) or by calling 1-800-943-6002 and leave a message if you have any questions or concerns. Messages are returned in a priority sequence.



## 2022 OMVIC Annual Report

OMVIC is happy to share that we have published the 2022 Annual Report which provides an overview of our continued journey to become a modern, responsive regulator for the Ontario motor vehicle sales industry.

2022 was a year in which we adopted new leadership, new programs and initiatives, and a renewed sense of urgency to deliver on our operational priorities.

Some highlights include:

- The consumer support team secured a record total of \$2.06 million to be returned to consumers up from \$1.64 million in 2021
- The investigation team laid a total of over 2,000 charges, more than double the total laid in 2021 including more than 1,000 charges against alleged curbsiders.

As Ontario emerged from the pandemic and its many challenges, 2022 (fittingly, our 25th anniversary) was a year in which OMVIC put change into action and set the course for continued transformation in 2023 and beyond.

By pushing further to protect consumers and increase industry professionalism, we can better deliver on our mandate of maintaining a fair and open marketplace for both consumers and registrants.

Read the [full report](#) to learn more about the work that we are doing to enhance consumer protection for all Ontarians.

## Answering registrant questions

### 1) Can I buy vehicles from a private seller to sell in my inventory?

As a general dealer, you can purchase a vehicle from a private seller but must ensure you do your due diligence in assuring you are not purchasing from an unregistered dealer (i.e., a curbsider). Purchasing from curbsiders is considered a breach of the Act. Dealers found in breach of the advertising regulations may face prosecution, discipline, and/or a proposal to revoke registration.

### 2) What are the rules for advertising on social media?

If an advertisement is being placed by, or on behalf of the dealer, the dealership's name and contact information must be presented in a clear, comprehensible manner.

Salespersons may advertise on their personal social media pages as long as they identify that the vehicle is for sale on behalf of the dealership. Advertisements should not appear to be private and the dealership's contact information (as it is listed publicly and with OMVIC) must be prominently disclosed.

### 3) With rapid changes in interest rates, what is OMVIC's position on advertising? Ex., advertisements show a rate but within a span of two days the rate changes and is no longer valid.

A dealer's advertising must always be clear, truthful, and not misleading. When an offer is no longer valid, it is OMVIC's expectation that the advertisement be updated or removed until an accurate representation can be made. If this is not possible, then a dealer has the choice to remove the price and replace it with "call for price" so that a consumer can be provided with the correct information at any time. warranties, trade-ins, etc. The programs should also provide consumers with information about what refunds or reimbursements they're entitled to receive in these circumstances.

## CONTACTING OMVIC

**THE DEALER STANDARD**  
is published by the

### ONTARIO MOTOR VEHICLE INDUSTRY COUNCIL

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OMVIC is committed to offering excellent customer service and resources to set dealers and salespeople up for success. For support, please use the email addresses listed below.

- **DEALER SUPPORT**  
dealers@omvic.on.ca
- **REPORT A CURBSIDER**  
nocurbs@omvic.on.ca
- **REGISTRATION**  
registration@omvic.on.ca

- **COMMUNICATIONS AND  
MEDIA INQUIRIES**  
communications@omvic.on.ca
- **EDUCATION**  
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