



news

Motor
Vehicle Sales Authority
of British Columbia

FOR IMMEDIATE RELEASE

Regulator of motor vehicle sales gets new name

BURNABY, B.C. (March 30, 2007) - As of this date, the Motor Dealer Council of B.C. (MDC) has become the Motor Vehicle Sales Authority of British Columbia (VSA), a new name for a new era, better reflecting both the public and industry service roles of the independent regulatory agency, ending any confusion with other business organizations.

MDC was created in 2004, one of the first examples in the province of a "delegated administrative authority," an innovative and alternative approach to the administration of the Motor Dealer Act, and other statutes that relate to consumers and motor vehicle sales. The VSA licenses and regulates more than 1,700 motor dealers and over 8,000 sales professionals, who engage in the retail sale of automobiles, light trucks, motorcycles and recreation vehicles.

"Our vision, from the outset, has been to achieve 'a respected motor dealer industry serving an informed and confident public', a healthy marketplace where both sides have responsibilities while negotiating for the purchase of a motor vehicle," said Ken Smith, the Registrar of Motor Dealers, and the President of the Authority. "Unfortunately, the name Motor Dealer Council became confused with industry associations, a disservice to our equally important consumer mandate."

He added that the new logo should eventually be seen as a symbol of quality and professionalism within the motor vehicle marketplace. "The idea is our two communities - vendors and buyers – successfully interacting in the achievement of a sale, lease or trade. The white space symbolizes the VSA and its activities on behalf of every British Columbian. We all have a stake in this \$15 billion industry, one of the province's major generators of economic activity."

- 30 -

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