

VSA "Off-Site Sales" Policies

Further to Section 2.12 of the Motor Vehicle Sales Authority of BC (VSA) General Guidelines, the following policies apply to all motor dealers participating in retail sales/promotion events away from their licensed location.

Fees: \$100.00 per dealer per day

Application Deadline / Late Applications:

1. The deadline for completed applications to be received at the VSA office is three weeks prior to the start of the event as outlined in the VSA General Guidelines.
2. Completed individual applications received less than three weeks prior to the event start date will be subject to a 25% surcharge.
3. Completed group applications received less than three weeks prior to the event start date will not qualify for the group discount.
4. Completed applications not received until the event start date or afterwards will be subject to a 50% surcharge as well as the appropriate enforcement action/penalties.

General Event Requirements:

1. Each motor dealer is permitted a maximum of thirty-six off-site sale days during a calendar year.
2. The off-site sale permit must be displayed and visible to the public at the event.
3. All motor dealers involved in retail vehicle sales activities must hold a valid motor dealer licence as issued by the VSA.
4. All persons dealing with retail consumers on behalf of participating motor dealers must hold a valid VSA Salesperson Licence. Manufacturer and supplier representatives may be exempt from this requirement and are not permitted to participate in retail vehicle sale negotiations.
5. All advertising must clearly identify the registered name(s) of all participating motor dealers or the name of the legally registered organization hosting the event. Motor dealer(s) advertising for the event must comply with the VSA Motor Dealer Advertising Guidelines.
6. All vehicles displayed and offered for sale must be clearly marked identifying the selling motor dealer.
7. Event facilities must meet the requisite zoning and bylaws of the local authority.
8. All permits or licences if required by local authorities must be in place.

Consumer Shows & Sales / Group Discount: (5 or more motor dealers needed to qualify for discount)

1. If all information and payment are **provided in one group submission** by the event organizer, a discount of 30% of the off-site fees will be provided.
2. The organizer must provide complete details of the event and all participating motor dealers involved in retail vehicle sales during the event.
3. Participating motor dealers are ultimately responsible for ensuring that an off-site permit is in place for any group event.

Events not requiring an Off-Site Sale Permit:

Events (including charity events) where vehicles are parked and locked with only dealership signage in locations such as shopping malls, lottery prize displays, exhibition grounds, etc. where **no motor dealer salespersons or representatives are present** are exempt. The registered motor dealer name must be displayed on each vehicle. The displayed price of each vehicle must comply with the VSA Motor Dealer Advertising Guidelines.

If a dealership plans to have dealer representation present in a non-sales capacity at an exempt off-site event, prior approval from the VSA Licensing Dept. must be obtained.

A failure by a motor dealer to adhere to the above requirements may be reason to call the dealer to a hearing before the Registrar of Motor Dealers to disallow future off-site sales for one year or more and/or to suspend the registration of the motor dealer. Please refer to the VSA progressive enforcement program outlined in the VSA General Guidelines for further details on motor dealer non-compliance.