

## Revised Advertising Guidelines Available

The [VSA Advertising Guidelines](#) have been updated with:

- *Motor Dealer Amendment Act, 2016* changes
- Links to the legislation referenced in the guidelines
- Examples of incorrect and correct advertising
- A link to the VSA Compliance Policy and Procedures
- Guidelines to determine if an advertisement is deceptive or misleading

### Example A



Uncomplicated. *Unstoppable.*

- 1 Price includes freight and PDI. See section 5.1.1 and definition of MSRP
- 2 Includes stock number. See section 10.5.1
- 3 Additional documentation fee is disclosed. See section 5.1.1

**SALESEVENT** \$7,499\*

Stock# 123654R  
\*Includes Freight & PDI

DL# 1234

**Jim's Motorsports**  
1122 Main Street,  
Carville

(604) 111-2222  
[www.JimsCars.com](http://www.JimsCars.com)

\*.5195 documentation fee extra

## Arash Askarian joins the VSA Board of Directors

Nominated by the Automotive Retailers Association, Arash is the owner of Legacy Motors, an independent vehicle dealership, Dealer Principal at Surrey Mitsubishi, and involved in the family construction business, Noura Homes. Arash is active in the community, including supporting a variety of Surrey and Coquitlam charities through his businesses.

Arash replaces Al Cameron of Bluenose Motor Company in Parksville. Al served nine years on the Vehicle Sales Authority Board. Thank you Al for your contribution to the VSA!

## Wholesaler and Broker Agent Licensing Update

Forty wholesaler and two broker agent applications have been received to date. The [Registry of Licensed Wholesalers](#) and the [Registry of Licensed Broker Agents](#) are updated every Wednesday afternoon. As of April 1, a licensed dealer conducting business with an unlicensed wholesaler or broker agent will be aiding and abetting a violation of the *Motor Dealer Act* and may be subject to penalties and licence conditions.



The VSA is an independent, non-profit agency that oversees the retail sales of personal-use motor vehicles in British Columbia. Please send your questions and comments to [communications@mvsabc.com](mailto:communications@mvsabc.com)

