**Internet selling and sales to remote consumers**

The Consumer Protection Act (CPA), through the Internet Sales Contract Regulation (ISCR), allows vehicles to be sold online and remotely to consumers. It is important to note that regardless of the business model, the CPA and the Automotive Business Regulation (ABR) must be followed.

Shopping on the internet is a different consumer experience than shopping at a dealership or a car lot. The ISCR applies to Alberta residents or people purchasing goods or services from Alberta businesses that sell online. This regulation does not apply if a consumer is buying from a private individual.

Remote consumers can purchase or lease a motor vehicle from an AMVIC-licensed business without visiting the automotive business’s registered premises for the purpose of purchasing the vehicle. Online sales are permitted as long as the business has a brick and mortar location.

**Disclosure requirements**

It is important that internet consumers are provided with all required information and it must be prominently displayed on the business’s website. There are different disclosure requirements in both the ABR and the ISCR, and all requirements must be complied with. For example, the ISCR requires disclosure of refund policies. The ABR is specific in requiring a Mechanical Fitness Assessment and disclosure of the vehicle history information. Disclosure of information requirements as set out in the ISCR and the ABR can be found on amvic.org. The Government of Alberta has produced a helpful factsheet on internet shopping.

**Internet sales Q & A**

**Can a traditional automotive business also sell vehicles online to consumers?**

Yes, as long as they hold an AMVIC licence for retail sales or lease.

**Can an automotive business take a contract to the consumer’s home so they can sign it if they like the vehicle?**

The contract can be delivered or emailed if all elements have been agreed to previously. However, if there are elements to still be negotiated or resolved prior to signing, they must be delivered to the consumer by an AMVIC-registered salesperson.

**Can an automotive business take a vehicle to a consumer’s home for a test drive?**

Yes, as long as the test drive is solely to evaluate the vehicle’s performance, suitability and/or condition prior to purchase or lease and for no other purpose. A best business practice would be to have the terms and conditions of the test drive reviewed by the consumer prior to the test drive taking place. This will clarify if the vehicle can be kept overnight, what happens if there is an accident, etc.

**Can an employee or third party delivery service be used to deliver a vehicle to a consumer’s home?**

Yes, if the bill of sale has been signed and all required disclosure is provided to the consumer by an AMVIC-registered salesperson prior to delivery of the vehicle.

**Can a consumer test drive a vehicle during the COVID-19 pandemic?**

Yes, as long as social distancing and any current health recommendations or rules are observed. The current recommendations of Alberta’s chief medical officer of health, Dr. Deena Hinshaw, can be found at alberta.ca.

Please visit amvic.org for more info.
Every automotive business in Alberta is required to remit a $6.25 levy to AMVIC for every vehicle sold or leased.

**How a business remits the levy**
Payments up to $5,000 can be remitted through your AMVIC Online account via debit or credit; payments exceeding $5,000 can be paid by completing multiple online transactions. Additionally, payments can be made by cheque mailed to AMVIC’s Edmonton office. Cash is not accepted.

AMVIC receives its authority to collect a levy from Section 136(8) of the *Consumer Protection Act*. Visit [amvic.org](http://amvic.org) to see levy payment dates throughout the year and levy FAQ.

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**Selling online? Make sure your click ads comply.**

Click ads such as Google AdWords can drive traffic to your website, but may have space limitations. AMVIC advises that if the click ad is promoting a specific vehicle, then the click ad must direct the user to a page dedicated to the specific vehicle that was promoted and disclose all information. The click ad must not just take the user to the general or main landing page on your website.

Ensure that the specific page also follows all advertising rules, including stating the all-in price.

Here’s an example of a legal click ad that leads to a vehicle-specific page:

*Click ad example:*

Looking for your next dream car?
We have pre-owned 2017 XYZ Hatchbacks available!

2017 XYZ Hatchback
Stock #: 99995555-001

[Click here](http://www.glimmerauto.com/inventory/2017/stock99995555001) for more details

Glimmer Auto

Re-direct link should be a specific page unique to the car advertised and not just re-direct to the general home page when clicked:

Model: XYZ Hatchback
Year: 2017
Price: $12,999.99 (total all-in price, excludes GST)
Stock #: 99995555-001
Trim: SXM - hatchback
Colour: Grass Green

Disclosure: this vehicle was previously used as a rental vehicle from May 2017 to July 2018.

Call to book a test drive: 587-999-9999
Ask about our financing options.
How to advertise incentives

Want to advertise incentives like a cash rebate or a membership card discount? Ensure you advertise the total, all-in price first and then summarize all possible incentives afterward.

The all-in price should not include incentives that are not available to every consumer, such as a membership card incentive. This shows fairness and transparency and allows consumers to make an informed purchasing decision based on their needs and resources.

State the all-in price first, then state prices after each incentive but not all of the incentives together if they do not apply to every consumer. Then ensure there is a full disclosure on who qualifies for each incentive and how it is applied to the price.

Also, if multiple incentives decrease the price to less than the first all-in advertised price, you cannot add on fees or charges to increase the price because the fees and charges should already be included in the advertised price.

Remember, Section 6(4)(o) of the Consumer Protection Act states it is an unfair practice if “a supplier’s representation that a specific price benefit or advantage exists if it does not.”

Check out the mock ad below for an example on how to advertise incentives.

**2017 Flash Sparkle XYZ, Glimmer Auto, 1-888-555-5555**

**Date Listed**: 07-May-2017  
**Price**: $28,000  
**Vehicle History Report**: Get Report  
**Address**: Anytown, Alberta  
**View Map**

**For Sale By**: Dealer  
**Year**: 2017  
**Trim**: Flash  
**Make**: XYZ  
**Model**: Sparkle  
**Kilometers**: 50  
**Body Type**: Sedan  
**Transmission**: Automatic  
**Colour**: Blue  
**Type**: New  
**Fuel Type**: Gasoline  
**Stock #**: 5555

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Correct

The advertisement shows the total price before any rebates are applied. Then the rebate amounts are shown following the total price.

Like all automotive ads, it must include the business name and AMVIC logo or statement indicating the business is licensed by AMVIC.

**Automotive Business Regulation, section 11(1)**

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**Glimmer Auto Sales**  
2017 Flash Sparkle XYZ  
Come by Glimmer Auto to test drive the 2017 Flash Sparkle XYZ (pictured in photo). Stock #: 5555

- **Total all-in price**: $28,000  
- **Cash rebate**: $4,000  
- **Financing rebate**: $2,000  
- **EZ Foods Grocery member card holder rebate**: $1,000

Contact a sales representative today at 1-888-555-5555 or drop by our store for more information.
AMVIC industry board members appoint new director-at-large

On April 21, 2020, the industry members of the AMVIC Board appointed Diane Kolibar as the new industry director-at-large for a term of three years.

Kolibar is a seasoned, hands-on administrator with 45 years of experience within the areas of organization, finance, staff development and dealership operations.

She started her career at Festival Ford in Red Deer, and then moved on to Colombo Chrysler Dodge Ltd. in Woodbridge, Ontario, before coming to Calgary.

In her current role as a fixed operations manager for McManes Automotive Group, she was involved in the 2015 construction of the South Trail Auto Mall and helped open South Trail Chrysler in 2016 where she is a store partner.

Kolibar’s critical thinking and creative problem solving skills, combined with her extensive automotive business experience will provide the AMVIC Board with a well-balanced regulatory approach in navigating a fair marketplace in Alberta.

A message from the Alberta Insurance Council

The Alberta Insurance Act requires that every business that acts as an insurance agent must hold a valid certificate of authority. The act also requires that a business that is issued a certificate of authority must appoint a Designated Individual (DI) who is responsible for receiving all notices and documents from the Alberta Insurance Council (AIC).

This requirement applies to auto dealerships which sell equipment warranty, credit related, and GAP insurance. If you require additional information on licensing please contact the Alberta Insurance Council at licensing@abcouncil.ab.ca.

If your auto dealership currently holds a valid certificate(s) to sell equipment warranty, credit related, and GAP insurance, your license(s) will expire on June 30, 2020, and must be renewed prior to that date if you wish to continue doing business. The AIC will email renewal notifications to all license holders through their Designated Individual(s) in early May.

If you are not the DI for the license issued to your business, a new DI must be appointed. The new individual must register for their own CIPR number. CIPR numbers are not interchangeable. The new prospective DI can submit an online application by logging into the AIC portal. If the agency name under which you conduct insurance business or the sponsoring insurance company has also changed, the DI must update those changes through an online application. These updates cannot be made on renewal application(s). It is your responsibility to ensure that the agency and DI information provided to the AIC is current and accurate.

Not sure if you currently hold an active insurance agent’s certificate of authority? Search for your business name from the link Other Resources-Popular Lookups-Agent and Agency Search on our web site at abcouncil.ab.ca.

If you have any other questions, please email us at licensing@abcouncil.ab.ca.

AMVIC hires new CFO

AMVIC has a new chief financial officer (CFO), Jason Cheung.

Cheung is a Chartered Professional Accountant, who received his bachelor of commerce degree from the University of Alberta. Cheung had worked as an auditor for Deloitte, as well as in the oil and gas industry and various not-for-profit organizations. His work experience and skills will play an important role in AMVIC’s future.

“I am very excited to be a part of AMVIC,” said Cheung. “I have spent a good amount of time in dealerships and I have personally noticed the positive impacts that AMVIC has made to protect the consumer and improve the industry over the years.”

Cheung is currently shadowing the current CFO Bruce Boychuk, who will be retiring at the end of June.