

IMPACT

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Celebrating 25 years as Alberta's automotive regulator

This past year marks AMVIC's twenty-fifth anniversary as Alberta's automotive regulator and to celebrate this milestone, we've released our 2024 – 2025 annual report.

In an ever-changing industry, AMVIC has consistently fulfilled its delegated duty to regulate automotive businesses and enforce consumer protection legislation. AMVIC has accomplished this by focusing on industry compliance, both through education and progressive enforcement actions.

Below are highlights from the 2024 – 2025 annual report:

- AMVIC increased its focus on compliance, with the number of AMVIC inspections increasing by 27 per cent, the number of investigations opened increasing by 15 per cent and the number of investigations closed increasing by 37 per cent (compared to the previous fiscal year).
- All-in advertised pricing awareness was once again the focus of our targeted and highly successful advertising campaign which ran January through March 2025.
- In late March 2025, AMVIC updated both the mandatory Salesperson Registration Course, and the optional Service and Repair Course to meet modern accessibility standards.

Read the [full report](https://amvic.org) on amvic.org.

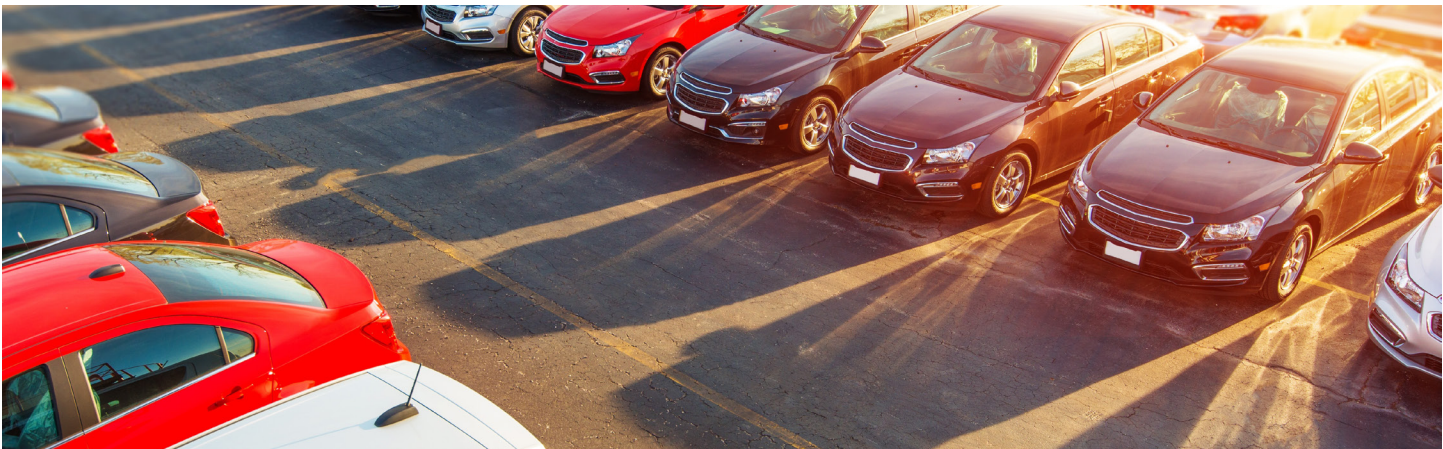


Then and now: 25 years of helping consumers

Alberta’s automotive industry looked very different 25 years ago than it does today. Here is a glimpse at how it was then versus now:

Then (1999)	Now (2024)
160,830 new vehicles were sold in Alberta.	218,413 new vehicles were sold in Alberta.
\$27,071 was the average price of a new vehicle.	\$53,745 was the average price of a new vehicle.
Canadian new vehicle sales included 807,000 cars and 687,653 light trucks.	Canadian new vehicle sales included 248,701 cars and 1,610,847 light trucks.

While a lot has changed, AMVIC has stayed committed to helping consumers and building a fair marketplace for automotive consumers and businesses alike. Read AMVIC’s [2024 – 2025 annual report](#) to see how AMVIC has effectively served Albertans for a quarter century.



Quarterly levies are due by Oct. 31, 2025

Every automotive business that sells or leases vehicles in Alberta is required to remit to AMVIC, a \$10 sales levy per vehicle sold or leased. We’re reminding businesses licensed for retail sales and leasing that levy payments are due quarterly. Levy payments that accumulate from July 1 to Sept. 30 are due in **October 2025**.

How to remit the levy payment

Levy payments can be remitted through your [AMVIC Online](#) account. AMVIC receives its authority to collect a vehicle sales levy from Section 136(8) of the [Consumer Protection Act](#).

Services such as licence renewals, registration, courses and

vehicle sales levy payments by credit card are all available on your AMVIC Online business profile. For more information such as vehicle sales levy remittance on consignment, fleet sales, recreational vehicles and more, visit [amvic.org](#).



Top consumer complaints of 2024 – 2025 and tips to prevent them



AMVIC works hard to promote consumer protection and a fair and trusted automotive marketplace for consumers and industry in Alberta. By highlighting the top five topics of consumer complaints received in 2024 – 2025, AMVIC hopes to provide insight into the marketplace, opportunities for improvement and education on legislation for future business practices.

1. Condition of vehicle

An automotive business operator must disclose vehicle history in writing to the consumer before purchase. Licensed businesses must also provide the consumer with a completed Mechanical Fitness Assessment (MFA) before a contract is signed for the purchase of a used motor vehicle.

Remember, under Alberta's [Consumer Protection Act](#) (CPA) Section 6(4)(a)(h), it is an unfair practice to do or say anything that might reasonably deceive or mislead a consumer, and it is an unfair practice to represent that goods have a particular prior history or usage if that is different from the fact.

Best practice tip: AMVIC has an MFA form available on [amvic.org](#). This standardized form ensures a uniform process for assessing all used vehicles.

2. Contract issues: sales

These issues range from clarification on terms and conditions to details of the financial agreement. To help reduce this type of complaint, ensure that all salespeople on your team are aware of bill of sale-related requirements from the CPA and the [Automotive Business Regulation](#) (ABR), including those related to financing. Make sure the consumer understands the difference between a bill of sale and a deposit agreement.

Best practice tip: Review the bill of sale to ensure that everything listed in the ABR Sections 31.2(1) and (2) is included. For added value in terms of transparency, make use of the suggested [deposit agreement form](#) on [amvic.org](#) if needed.

3. Repairs: mechanical

Repair-related consumer complaints regarding workmanship are outside of the legislation AMVIC enforces. Other mechanical repair-related consumer complaints relate to unfair practices including but not limited to: not returning consumer parts and upselling repairs to consumers that may not be necessary. In some complaints, businesses completed work that the consumer did not authorize; or the business is

not transparent regarding the part type, such as used, OEM (original equipment manufacturer) or aftermarket. Businesses that use subcontractors for portions of a repair job must have consumer authorization to do so.

Best practice tip: Only complete the work you are licensed to perform. Ensure your technicians and customer service representatives review and understand the requirements for estimates and consumer work authorizations under the ABR, including proper record retention. AMVIC offers a voluntary [Service and Repair Course](#) for \$40 that provides valuable knowledge of the legislation relating to the service and repair industry.

4. Deposits

To protect consumers and yourself, the automotive salesperson or business, always have a written sales agreement signed by both parties before accepting a deposit. Make sure the sales agreement clearly states whether the deposit is refundable or non-refundable, and under what terms and conditions. When possible, clarify the reason for the deposit whether it's a deposit or a down payment. Never ask or take a deposit as a condition of allowing a consumer to test drive or negotiate the price of a vehicle. **If there's no sales agreement, there's no need for a deposit.**

Best practice tip: AMVIC recommends using this non-mandatory [deposit agreement form](#) on [amvic.org](#) to ensure you are being fair and honest with consumers, and that you are following the General Codes of Conduct.

5. Unlicensed for repair activities

Businesses must be licensed for the activities they are completing. For example, a business licensed only for retail sales should not be repairing vehicles and a business licensed for only service station activities should not be performing autobody work. All journeypersons, apprentices and other staff must be adequately trained in their respective fields. Should a business have untrained staff members performing duties of certified tradespeople, the business can be held responsible for employee conduct, see [CPA](#) Section 166.

Best practice tip: A comprehensive list of all automotive repair activities and certificates required can be found on [amvic.org](#). Reference the [Alberta Apprenticeship and Industry Training website](#) for certificate requirements.

Complying with legislation and using best practices can reduce the possibility of consumer complaints. Read more about [unfair practices](#).

Q1 Administrative review enforcement actions: April 1, 2025 – June 30, 2025

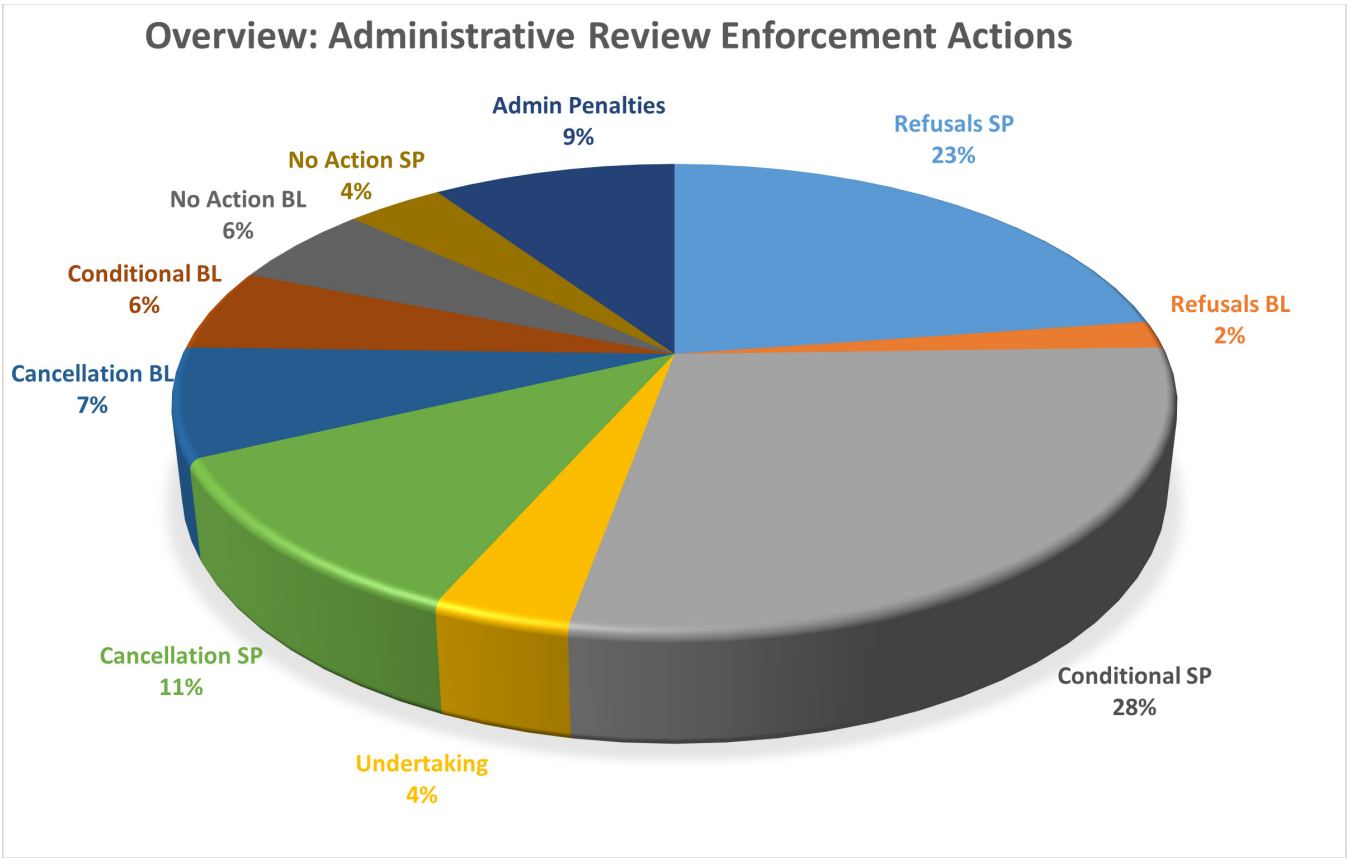
As the regulator of Alberta’s automotive industry, AMVIC makes public, on its website (as per the [Consumer Protection Act](#) (CPA) Section 157.1 (1) and (3)), information that is related to breaches of legislation.

A record of Undertakings, Director’s Orders, court orders, Administrative Penalties and any other prescribed document or information (collectively known as administrative enforcement) is available on [amvic.org](#).

Administrative review outcomes may include:

- no further action,
- conditions added to licence or licence cancellation or suspension,
- Administrative Penalty,
- Director’s Order, or
- Undertaking.

The chart below highlights the administrative enforcement actions for Q1 of 2025 – 2026:



Legend
BL = Business licence
SP = Salesperson

Inspections: what to expect

The [Consumer Protection Act](#) gives AMVIC the authority to inspect all licensed automotive businesses in Alberta, including service and repair businesses. The business is often given a time period to correct issues identified from an inspection, and then a followup inspection is conducted to ensure any identified issues are remedied and compliance is met.

These are some common concerns that come up with AMVIC inspectors during their inspections:

- [All-inadvertised pricing](#): when an AMVIC-licensed seller advertises the price of a vehicle, it must include ALL fees and charges the seller intends to charge. The only fees or costs that can be added to the advertised price are GST and costs or charges associated with financing. All-in advertised pricing is the law in Alberta.
- [Accurate bill of sale](#): all incentives must be listed on the bill of sale including, but not limited to cash back, extended or extra warranty and free services such as oil changes and tire packages.
- [Loans](#): remember that loans are open-ended and consumers can pay them out at any point in time with no penalties. Automotive businesses should not be forcing consumers to keep loans active if the consumer wants to pay it out.

Inspections are an opportunity to educate, explain legislation and answer any questions. AMVIC normally gives businesses approximately two weeks' notice prior to the inspection, but notice may not always be given. The inspection can take anywhere from an hour to a business day depending on the type and size of the business.

Samples of records regarding automotive business transactions from the past three years may be inspected and could include: Mechanical Fitness Assessments (MFAs), bills of sale, consignment agreements, repair invoices, banking records, vehicle inventory, payroll records and GST remittances. An inspector will also review previous recent advertisements in multiple formats for compliance and to compare to the bill of sale.

For more information on inspections, visit amvic.org.



Did you know?

This past July, AMVIC launched an Instagram account, giving automotive consumers and industry one more way to reach us and stay informed. Follow our new Instagram account [@amvic_2](#), or connect with us on [Facebook](#) or [X](#) (@AMVIC2).



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