

IMPACT

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Accurate bill of sale

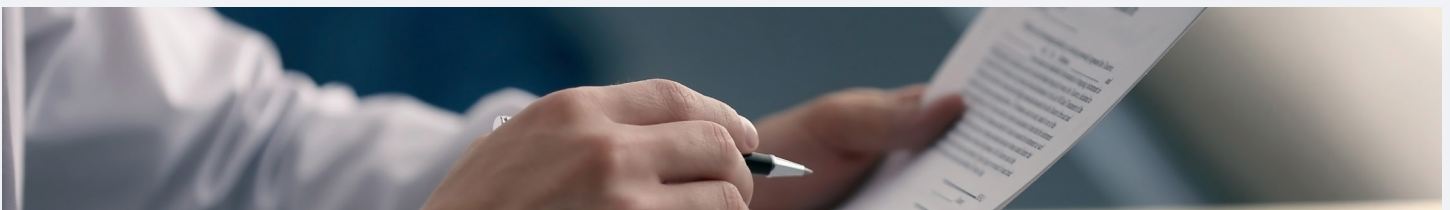
One of the key ways you can help your automotive business succeed is by having an **accurate and compliant bill of sale**. Not only is it required by law, but it also increases transparency and builds trust with consumers. It also acts as a written record to help resolve any kind of dispute. By capturing all the information, you can ensure your business and consumers are both on the same page.

Automotive businesses are obligated to create and maintain complete and accurate financial records ([Consumer Protection Act](#) 132(1), [Automotive Business Regulation](#) (ABR) Section 9). This includes, but is not limited to, a bill of sale.

As per Section 31.2(1) and (2) of the ABR, **certain information must be included on the bill of sale**. Here are some things to remember:

- The bill of sale should accurately identify the consumer(s), as well as the salespeople and the automotive business licensee who actually sold the vehicle.
- The bill of sale should be **fully completed**.
- There should only be one final version of the bill of sale per transaction, and the consumer must be provided with a copy along with any other documents required to be attached to the bill of sale.
- The bill of sale must accurately reflect the nature of the transaction and list any down payments, trade-ins, extra items as promised, etc.
- Any mandatory fees, charges, or costs that are on the bill of sale **must have been included in the advertised all-in price** for the vehicle (ABR, Section 31.2(j) and (l)).

Review your bill of sale to ensure you have included everything listed in the ABR Sections 31.2(1) and (2). If you want to create your own compliant bill of sale, AMVIC has a checklist available on amvic.org.



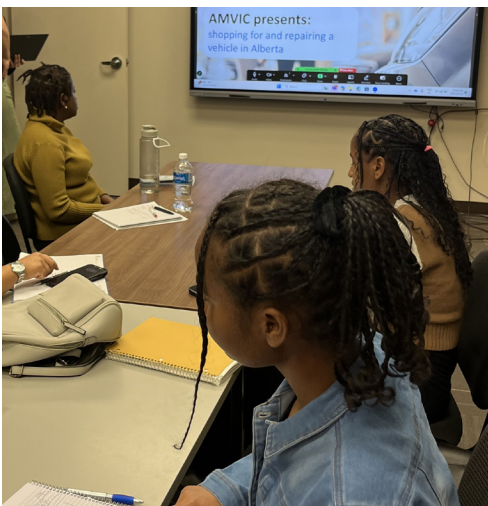
Consumer education for newcomers

AMVIC works to promote consumer protection and a fair and trusted automotive marketplace for consumers and industry in Alberta. To fulfill this mandate, AMVIC continuously seeks opportunities to inform consumers of their rights while educating industry on regulatory compliance and consumer protection laws as set out by Alberta's [Consumer Protection Act](#).

There continues to be a steady increase of newcomers to Alberta, more than any other province. They represent a large group of consumers who may be unfamiliar with Alberta laws, including their rights when it comes to buying or repairing a vehicle. We know some are pursuing careers in automotive sales or service and repair, where they will be required to know and follow the applicable legislation.

For these reasons, AMVIC has started reaching out to newcomer organizations and exploring ways to educate newcomers on their consumer rights and the laws that would apply to them if they worked in the automotive industry. On Sept. 23, 2025, AMVIC gave an in-person consumer education presentation to 25 newcomers from [The Immigrant Education Society's](#) (TIES) employment support program. AMVIC gave a similar presentation on Oct. 28, 2025 to a group of 36 newcomers from [Momentum's](#) skilled trades program.

Overall, the presentations were well received by those in attendance. They appreciated AMVIC sharing information about their consumer rights and the laws that relate to Alberta's automotive industry. The most commonly asked questions were on the topics of curbers, backyard mechanics and deposits on vehicles. AMVIC looks forward to continue building its relationships with TIES and Momentum, and to connect with more organizations in the future that also support newcomers.



AMVIC gave consumer education presentations to newcomers at TIES (on left) and Momentum (on right).

Top three industry bulletins for 2025

Based on AMVIC's distribution analytics, the top three most read industry bulletins for 2025 were on the topics of AMVIC's 2024 – 2025 annual report, letting consumers know their financing options and industry resources for service and repair businesses.

In case you missed those bulletins, here are links to each one:

- [AMVIC 2024 – 2025 annual report just released](#)
- [Letting consumers know their financing options](#)
- [Industry resources for service and repair businesses](#)

Q2 Administrative review enforcement actions: July 1, 2025 – Sept. 30, 2025

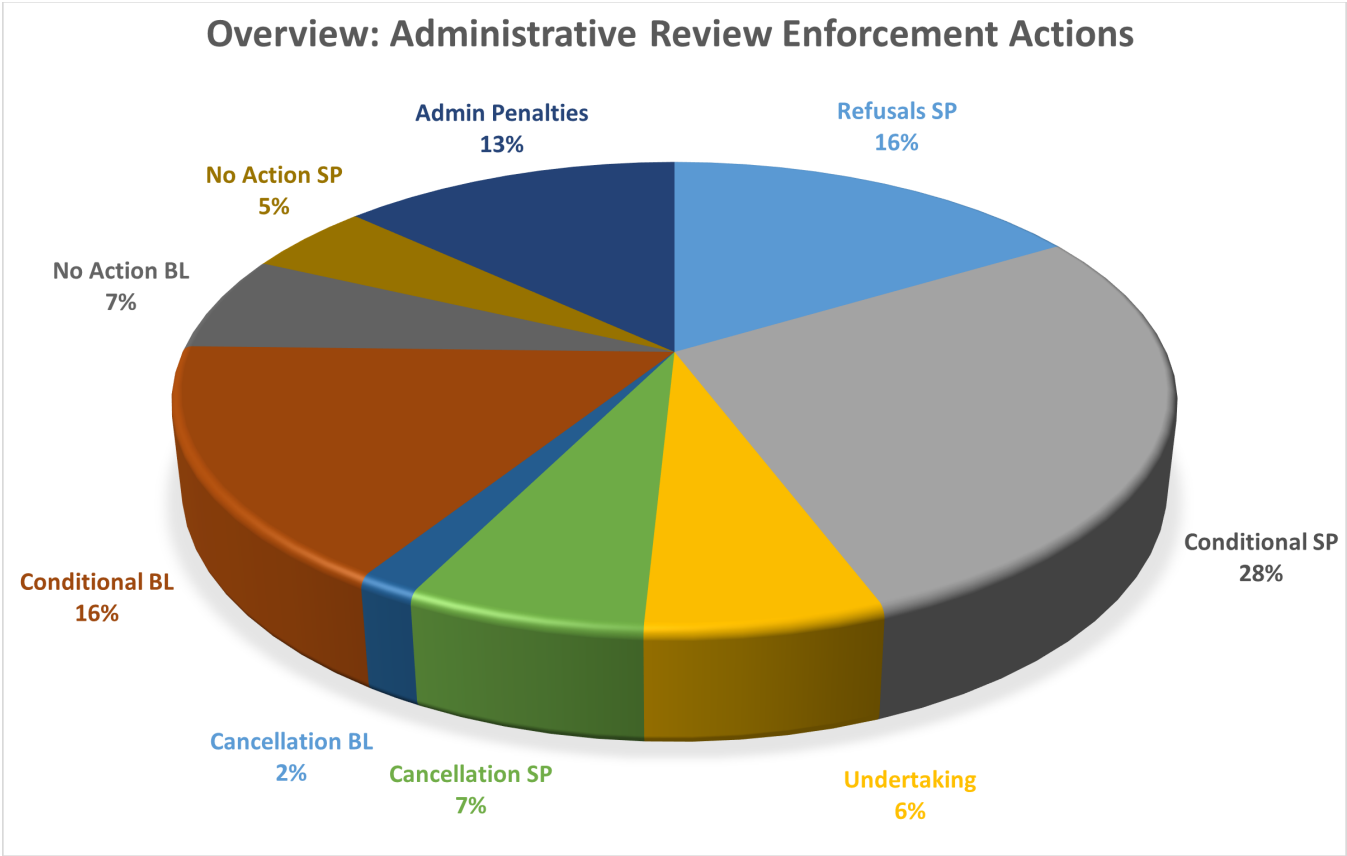
As the regulator of Alberta’s automotive industry, AMVIC makes public, on its website (as per the [Consumer Protection Act](#) (CPA) Section 157.1 (1) and (3)), information that is related to breaches of legislation.

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 Q2 of 2025 – 2026:



Legend
BL = Business licence
SP = Salesperson

Advertising during the holidays

The holiday season is here and you may have limited-time specials or incentives to offer consumers. Do your advertisements comply with legislation?

The [Automotive Business Regulation](#) Section 11(2)(n) states a business operator **cannot use false, misleading or deceptive statements in advertisements.**

Here are some examples:

- The advertisement states “never been in an accident,” but the vehicle has been, so the statement in the advertisement is false.
- The advertisement states “two per cent interest rate,” but does not mention that it only applies to the first year of vehicle payments, so the statement in the advertisement is misleading.
- The advertisement states “test drive a new model,” but the business knows it will not have any new models of vehicles in stock, so the statement in the advertisement is deceptive.

The all-in advertised price should not include incentives, such as a membership card incentive, that are not available to **every consumer**. In your advertisement, state the all-in price first, then state prices after certain incentives, but **not all incentives together** if they do not apply to every customer. Then, fully disclose who qualifies for each incentive and how it is applied to the 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.”

Learn more about compliant advertising practices on amvic.org.



Did you know?

Advertising is still a major source of non-compliance for automotive businesses in Alberta. Selling over the all-in advertised price was an issue in 45% of AMVIC’s inspections conducted of new and used sales and leasing licensees in the 2024 – 2025 fiscal year. Learn more in AMVIC’s [2024 – 2025 annual report](#).

AMVIC will once again be running an advertising campaign from Feb. 2 – April 30, 2026 to raise awareness of all-in advertised pricing. See the [advertising toolkit](#) on AMVIC’s website to learn more about the advertising rules for automotive businesses as set out by Alberta’s [Automotive Business Regulation](#).



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