



ALBERTA MOTOR VEHICLE  
INDUSTRY COUNCIL

# Education Policy

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Education

# Education Policy

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## 2. Introduction

### 2.1 Policy statement

AMVIC promotes consumer protection and a fair and trusted automotive marketplace for consumers and industry in Alberta.. One way AMVIC does this is by administering a mandatory online course that all prospective salespeople must successfully pass as one of the requirements for a salesperson registration. AMVIC also offers educational materials for industry stakeholders to use. This policy covers the Salesperson Registration Course, Service and Repair Course, free advertising lessons posted on [amvic.org](http://amvic.org), and the roles and responsibilities of the education department.

### 2.2 Purpose

The Automotive Business Regulation (ABR) requires that salespeople must be registered with AMVIC before acting on behalf of a licensee. An applicant must submit an application to AMVIC in the form established by AMVIC along with any additional information requested by AMVIC. The applicant must also meet the educational requirements that have been established by AMVIC.

The applicant must not sell, negotiate or consign on behalf of any AMVIC-licensed business before successfully completing the Salesperson Registration Course and receiving a salesperson registration. The intent of the course is to educate salespeople on the legislation and explain what they can and cannot do when dealing with consumers and advertising.

Should someone engage in selling vehicles without a salesperson registration, that is a contravention of Section 16 (salesperson registration) of the Automotive Business Regulation and is an offence. The individual and their employer could both face administrative penalties. Any person who is convicted of an offence under the *Consumer Protection Act* (CPA) or the regulations is liable to a fine of not more than \$300,000 or three times the amount obtained by the defendant as a result of the offence, whichever is greater, or to imprisonment for not more than two years, or both (CPA, Section 164).

For more information, please refer to AMVIC's Administrative Actions Policy.

### 2.3 Definitions

In this policy;

- i. "AMVIC" means the Alberta Motor Vehicle Industry Council.
- ii. "Chair" means the chairperson of the AMVIC Board of Directors.
- iii. "Director" means a member of the AMVIC Board of Directors.
- iv. "CEO" means the chief executive officer of AMVIC.
- v. "Communications Manager" means the communication and education manager of AMVIC.
- vi. "AMVIC Online" means the online portal that is used to manage the accounts and purchase the online courses, also know internally as Open Regulate.

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- vii. “SkillBuilder” means the website that hosts the courses and is separate from AMVIC Online.
- viii. “Salesperson” means any person who works for an automotive business and in any way participates in the sale of a vehicle to a consumer.

## 3. Policy

### 3.1 Duties and responsibilities

AMVIC has an education department that creates, administers and maintains content for AMVIC’s online courses. The Communications Manager and staff ensure the content of the courses is accurate, informative and up-to-date. The department is also responsible for troubleshooting and attempting to resolve technical issues for individuals taking the course as well as the entire course itself. The department is further responsible for all grading of the courses through generating daily reports in SkillBuilder and grading applicants accordingly in AMVIC Online.

AMVIC’s licensing department and business analyst are also involved in the education process. The licensing department acts as the first point of contact for phone calls related to education and resolving problems or escalating issues to the education department as needed. AMVIC’s business analyst assists with issues more closely related to AMVIC Online such as payment issues, errors in records or the automatic emailing system.

The education department also manages the education email inbox. Individuals currently in one of the online courses who are having issues, or who have questions about the course are encouraged to email [education@amvic.org](mailto:education@amvic.org). The licensing department may forward education-related emails or issues to the education inbox as well. All emails in the inbox are reviewed in a timely manner and appropriate action is taken to resolve issues or to answer inquiries.

### 3.2 Application of the policy

#### 3.2.1 Salesperson Registration Course (mandatory)

- a. Each applicant must successfully complete the Salesperson Registration Course. Any salesperson who ceases to be registered for a period of more than 12 months must successfully complete the Salesperson Registration Course prior to being issued a new registration.
  - Successful completion means a mark of 80 per cent or higher on the final exam, as determined by AMVIC.
  - Screen shots or photos of a passing grade will not be accepted as evidence of a passing grade.
  - Each applicant must complete the course and final exam themselves.

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- The course settings are designed to ensure you complete the entire Salesperson Registration Course by clicking through all lessons and self-assessment quizzes before you can attempt the course final exam.
- b. The cost of the course is \$160.
- Anyone who is taking the course as a requirement for being out of the industry for more than 12 months can access the course for the fee of \$160. This does not include the salesperson registration fee of \$100. Anyone who does not pass the exam has the opportunity to retake the course and rewrite the exam for a fee of \$40.
- c. The course must be completed within 30 days of registration.
- Extensions will be made for exceptional circumstances such as documented medical emergencies or any other reason deemed appropriate by the CEO, Communications Manager or their designates.
  - Anyone who does not submit the exam to be graded within the 30 days will be marked as a “no show.” If they wish to attempt the course again, they can access the course again for \$160.
- d. Individuals must sign up for the course through AMVIC Online. Applicants will not receive access to the online course until payment is received. The course must be completed before an applicant receives their registration, however an applicant may apply for registration before, during or after completion of the course. Individuals do not need to submit a registration application in order to take the course; the course is available to anyone who wishes to pay the applicable fee.
- Successful completion of the course is a requirement for people who wish to work in vehicle sales. If an individual does not want to apply for a registration but wants to take the course for informational purposes, they are able to create their own profile and sign up for the course through AMVIC Online.
- e. Course fees may be refunded only under exceptional circumstances and will be determined on a case-by-case basis. When a person purchases the course, it is at their discretion if they wish to complete the course or not.
- f. If the person enrolled in the course has any questions or issues, they must contact AMVIC directly. AMVIC will not give out the personal information of the person enrolled to anyone who is not the enrolled individual.
- g. The Salesperson Registration Course is only available online and only in English.

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### 3.2.2 Service and Repair Course (voluntary)

- a. AMVIC offers a voluntary Service and Repair Course. The course focuses on the *Consumer Protection Act* as well as related regulations and how they apply to the automotive service and repair industry. The course also includes recommendations for best business practices and covers advertising regulations. The intent of the course is to educate automotive service and repair industry professionals with respect to the laws and regulations that apply when dealing with consumers.
  - Successful completion means the individual clicked through to the final screen of the course. The Service and Repair Course is not graded and there is no exam.
  - A certificate of completion will be available for download via AMVIC Online.
- b. The cost of the Service and Repair Course is \$40.
- c. The Service and Repair Course is available to anyone who wishes to pay the applicable fee, including members of the public.
- d. The course should be completed within 30 days after registration. Extensions will be made for exceptional circumstances such as documented medical emergencies or any other reason deemed appropriate by the CEO, Communications Manager or their designates.
- e. No refunds are given, except under exceptional circumstances as determined by the CEO, Communications Manager or their designate. When a person purchases the Service and Repair Course, it is at their discretion if they wish to complete the course or not.

## 4. Administration

### 4.1 Related documents and legislation

Administrative Actions Policy

Administrative Penalties (*Consumer Protection Act*) Regulation

Automotive Business Regulation

*Consumer Protection Act*

*Access to Information Act*

*Protection of Privacy Act*

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## 4.2 Procedures

## 4.3 Forms

## 4.4 Amendment history

Version	Date	Summary of update
1.	Sept. 8, 2000	Original.
2.	March 10, 2004	Reviewed and approved.
3.	May 13, 2007	Reviewed and approved.
4.	March 8, 2010	Reviewed and approved.
5.	Sept. 17, 2014	Reviewed and approved.
6.	June 21, 2016	Reviewed and approved.
7.	July 12, 2016	Reviewed and approved Jan. 26, 2016 to take effect when Service and Repair Course launches.
8.	April 24, 2018	Administrative change: <i>Fair Trading Act</i> to <i>Consumer Protection Act</i> .
9.	Oct. 2, 2019	Amendments made regarding grading and course names, clarifying roles, responsibilities and processes, and updating to new template. Reviewed and approved.
10.	Sept. 15, 2022	Amendments made regarding change of software provider. Reviewed and approved by AMVIC CEO, Malcolm Knox.
11.	Oct. 2, 2025	Scheduled review. Reviewed and approved by AMVIC CEO, Malcolm Knox.
12.	June 15, 2026	Amendments made to requirement to take salesperson registration course after leaving the industry. Reviewed and approved by AMVIC CEO, Malcolm Knox.

## 4.5 Scheduled review date

October 2028