



Ontario's Vehicle Sales Regulator

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CONSUMER PROTECTION

The price you see is the price you pay



Under new legislation in Ontario, dealers must advertise the all-in price of a vehicle. The price you see in a dealer ad, or window, is the price you will pay (plus HST, unless otherwise indicated). All-in prices include the mandatory fees a dealer charges (such as freight) and should be broken out for consumers on the bill of sale. Extra items (warranties, window etching, admin fees, eco-friendly products, rustproof, paint and tire protection) are usually optional and you have the opportunity to accept, decline and/or negotiate cost for them. The cost of these items will be added to the price of your vehicle. Should you come across a misleading ad, please report it to OMVIC.

INDUSTRY HEADLINES

More on ads



In addition to all-in pricing, there are a few other details dealers are required to place in their ads. To start, the name of the dealer placing the ad (and the dealership phone number) needs to be included. Items that need to be disclosed are: the previous use of the vehicle (if it was a limo, taxi or police cruiser); the number of vehicles available if there is a limit; and the term of an extended warranty if it is offered as well as any claim limits. For more on what you need to know before you buy, click here.

HAVE YOU HEARD?

After-market products



During the purchase of a vehicle, consumers may be offered after-market products. Remember that any product you agree to purchase should be itemized on your bill of sale. If an item is presented to you as mandatory it would have to be included in the all-in price. Finally, research any after-market products before visiting a dealership to understand price points, features, limitations, and to see if any comparable products exist. If there are any terms, limitations and additional features, these should be explained to you by the dealership. If you have any concerns, contact OMVIC.

EXTRAS :

Auto Talk

MSRP:

The Manufacturer's Suggested Retail Price (MSRP) is the price a vehicle manufacturer will suggest dealers sell a vehicle for. This does not include taxes, freight and pre-delivery inspection (PDI) and, in some cases, administrative fees.

Contact Us

If you have any question, comments or suggestions for Consumer Line, email us at consumerline@omvic.on.ca and let us know what you think!

Featured Links

- Georgian College
- Ministry of Consumer Services
- Know Your Ride

Consumer Line is a monthly publication by the Ontario Motor Vehicle Industry Council - OMVIC, and is sent to you because you have requested it. If you have received this e-mail in error, or prefer not to receive more issues, you can unsubscribe at any time by following the link below.

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OMVIC is the self-management organization of the motor vehicle dealer industry and administers the Motor Vehicle Dealers Act -- a public protection statute -- on behalf of the Ministry of Consumer Services. OMVIC's mandate is to maintain a fair and informed marketplace by ensuring registration of motor vehicle dealers and salespeople, regularly inspecting all of Ontario's 8,800 dealerships, maintaining a complaint line for consumers and conducting investigations. OMVIC also administers the Motor Vehicle Dealers Compensation Fund.

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