

VEHICLE ILLUSTRATIONS IN ADVERTISEMENTS

Section 4.20 of the Standards of Business Practice (the “Standards”) requires registrants ensure illustrations in advertisements are “reasonable representations” of the vehicle being promoted.

What is a reasonable representation?

Ideally, all illustrations of vehicles appearing in advertisements should be of the unit being offered; however, OMVIC understands that providing a photograph of every vehicle a registrant advertises is not always practical. The following is intended as a guideline for registrants to ensure their illustrations meet the minimum requirements of this obligation.

New Vehicles:

When using a “stock photo” to promote a new vehicle, ensure the photo is of a model with features and a trim level that is available at the advertised price. For example, advertising a base model price with a photo of an upgraded trim level is misleading and does not comply with the Standards. For instance, we have received complaints from dealers about ads that depict an extended cab version of a truck but the price and other details are for a regular cab. This practice is unacceptable. Additionally, if a limited number of vehicles is available at the advertised price this should be indicated in a clear, comprehensible and prominent manner.

For example:



Regular Cab 2WD
\$XXXXX +tax
3 available at this price



Used vehicles:

Used vehicles can vary greatly in their condition and features, and, as such, used vehicle advertisements that include an illustration should provide a specific photo of the vehicle being offered for sale. If the advertisement is for a number of similar models, ensure the photo provided is of a unit being offered at the advertised price.

For example:



\$10,995 +tax and lic
3 at this price – various colours

If you are uncertain as to the advertising requirements under the *Motor Vehicle Dealers Act* Code of Ethics go to OMVIC's website and refer to the Standards of Business Practice:

(http://www.omvic.on.ca/services/shared/industry_regulation/standards_business_practice.htm).

These requirements complement the requirements set out in Section 36 of the General Regulations under the *Motor Vehicle Dealers Act*.

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