

REFERRAL SERVICES

OMVIC has encountered websites and advertisements by third party services that make unrealistic claims regarding the average savings on the price of a vehicle based on a comparison with MSRP as opposed to the vehicle's average selling price. These services target consumers, suggesting that using the site's referral services will lead to thousands of dollars in savings.

Such claims are misleading and, if placed by a dealer, would lead to charges being laid under the *Motor Vehicle Dealers Act*. Dealers cannot avoid their obligations under the Act and the Code of Ethics by using such third party services. Dealers who are clients of, or otherwise participate in, these services will be held responsible for any advertising claims even if the misleading representation is not contained in the specific dealer's ad.

OMVIC intends to strictly enforce the *Motor Vehicle Dealers Act* as it applies to all forms of dealer advertising—whether on a website or in more traditional forms of advertising.

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