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Order Your Decal

To request more decals contact OMVIC:
Phone: 1-800-943-6002 ext. 3525
Email: omvic@omvic.on.ca

An image file of the decal is also available at BuyWithConfidence.ca



DEALERS:

Post Your Decal

“The Right Way to Buy” Campaign Directs Consumers to Registered Dealers

Vehicle Buyers are Looking for the Decal

This October, OMVIC is launching a new consumer awareness campaign – The Right Way to Buy a Vehicle. The campaign emphasizes the right way to buy a vehicle: buying from a registered dealer; and the wrong way to buy a vehicle: buying from a curbsider.

Get Involved: Post your Decals

Ontarians are being asked to look for the “Ontario-Registered Dealer” decal on the windows and doors of dealerships. Post the decal on your main windows and/or doors so consumers are able to identify you as a registered dealer.

This campaign includes:

Transit Shelter Advertising

Geo-targeted around registered dealers in the Greater Toronto Area

Digital Billboard

Toronto Gardiner Expressway

Online Advertising

Ads launching on major automotive websites
Autotrader.ca, Wheels.ca

Radio Advertising

30-second spots in:

- Hamilton
- Kingston
- London
- North Bay
- Pembroke
- Peterborough
- Sault Ste. Marie
- Sudbury
- Thunder Bay
- Windsor

Public Relations

- News Canada stories
- News releases
- Audio news release
- Video news release
- And more



Look for more information on the campaign in the next issue of *The Dealer Standard*.

Let us know if you notice the campaign in your area.

Contact:
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