

Signals



Western Canadian Dealer Summit
November 6-8

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| | |
|--------------|---|
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| John Chesman | Vice-Chairman MCL Motor Cars |
| Blair Qualey | President & CEO New Car Dealers Association of BC |

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| | |
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President's Message



As I put fingers to keyboard for this message, I am still feeling the glow of attending the Special Olympics Canada 2014 Summer Games Opening Ceremonies at UBC on July 9th. The ceremonies were a fabulous and fun celebration of the Games participants and the Special Olympics movement. There was so much pride and joy for the Team BC 2014 members who marched in to the huge cheers of the full crowd at UBC's Doug Mitchell Thunderbird Sports Centre, which included many family members and friends, celebrities including former Vancouver Canuck Willy Mitchell, Olympic Medal Swimmers Brent Hayden and Mark Tewksbury, Vancouver Police Chief Jim Chu and many first responders and various government officials.

I am always so very impressed with the strong spirit and joy that the Special Olympic athletes bring to their competitions and to life. They are such an inspiration!

It was a sincere pleasure and honour to work with several of our members to gather together over 35 vehicles to donate for the use of the Special Olympics Games organizers, coaches and participants as part of BC's New Car Dealers sponsorship of the Games. As we mark the 30th anniversary of the association between Special Olympics BC and the New Car Dealers of BC, our Board of Directors wanted to make sure we helped provide the transportation needs of the Games.

I would like to extend our special thank you to Paul Zalesky from AllWest Insurance Services and ICBC for providing the insurance and permits for all of the vehicles and to John MacDonald and the amazing Transport team from Adesa Auctions who helped us gather many of the vehicles from dealers around the lower mainland. And thank you to the dealers who donated vehicles for the period of the Games. You have really made a difference for the Games and the participants!

In this issue of SIGNALS you will find more information on the Canada Games and Special Olympics BC and a feature on a member dealer who has been there for Special Olympics and our Association for many, many years, the one and only Tom Harris.

We are also featuring our new All-Star Auto Show Management team that we recently announced and I am very excited to see where they will be taking the Show to in 2015 and beyond. This team has an incredible depth of event and auto industry experience and will significantly increase the guest experience at Show. Stay tuned for further developments and be sure to mark your calendars now for Auto Show week beginning March 23, 2015 at the Vancouver Convention Centre.

While our new Auto Show team is preparing for the 2015 Show, other members of our team are working with our Association colleagues in Western Canada on preparations for our joint Western Canadian Dealer Summit to be held in conjunction with SEMA November 6 – 8, 2014 at the spectacular Wynn Encore Resort in Las Vegas. We have a great line-up of speakers, activities and fun. I encourage you to register today as room space will be limited. Details on the event can be found at www.WesternDealerSummit.com. I look forward to welcoming you there.

I hope you enjoy this issue of SIGNALS and, as always, we value the feedback and suggestions we receive from our dealer and associate members and I encourage you to share your thoughts and ideas with us. Enjoy our spectacular summer in British Columbia!

Yours truly,

Blair Qualey - President & CEO

Vancouver International Auto Show Announces All-Star Management Team

Western Canada's largest trade and consumer show, the Vancouver International Auto Show, is entering a new era with the addition of a new Show Management Team, which features three of the top auto industry and event experts in the country. The New Car Dealers Association of BC, owners of the Vancouver International Auto Show, feel the addition of the trio of experts, each playing a senior leadership role in the team, will take the Vancouver International Auto Show to new heights.

"We were looking to significantly increase guest experience and activation at the Vancouver Auto Show and I am confident that this team has the incredible depth of event management experience and auto industry expertise," says Blair Qualey, President and CEO of the New Car Dealers Association. "Each of these individuals is respected nationwide for their capabilities in their respective areas. We look forward to them taking the Vancouver International Auto Show to entirely new levels in 2015."

One of the country's most dynamic and experienced show managers, **Jason Heard**, will assume the Show Manager role for the event. His father, well-known businessman and event expert **Phil Heard** has joined the team as a senior consultant, and highly-respected Canadian auto journalist **Keith Morgan** will serve as a specialty content consultant to the Show.

The Auto Show is the most important event for the automotive industry in British Columbia and the largest trade and consumer show in Western Canada.

Jason and Phil Heard currently produce the Vancouver Collector Car Show and Auction and have a long history of leading some of British Columbia's top events, including the Molson Indy, IDSwest, World Urban Forum and the Vancouver International Boat Show.

"This is an incredible opportunity to apply my experience in the auto sector as well as my many years as a large show event manager to the Vancouver Auto Show," says Jason Heard. "I'm proud to have the trust of the New Car Dealers to develop a new level of world-class programming and content for our guests."

Blair Qualey also announced the addition of one of Canada's most well known auto journalists, Keith Morgan, to the team. "Keith is one of the most innovative and visionary journalists in Canada," says Qualey. "His role within the Auto Show team will be in a content consulting capacity and we're excited to see his ideas to elevate the Vancouver Auto Show to new heights."

The 2015 Vancouver International Auto Show returns to the Vancouver Convention Centre March 24-29. For more information please visit: www.VancouverInternationalAutoShow.com.



Jason Heard



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Western Canada's Auto Dealers are heading to Vegas!

The Western Dealer Associations join together for the first time in this must-attend industry event! Expect top-rated speaker sessions, networking and social functions, and sponsorship opportunities. The Western Canadian Dealer Summit immediately follows SEMA, so come down and enjoy it all!

SCHEDULE

Thursday, November 6

7pm – 9pm Opening Reception

Friday, November 7

9am – 5pm Canada Dealer Day at SEMA

7pm – late Dealer Reception at Tryst Nightclub, hosted by Search Optics

Saturday, November 8

8:30am Continental breakfast

9:00am – Noon Speakers & Workshops

Noon – 1:30pm Luncheon & Keynote Speakers

1:30pm – 4:30pm Speakers & Workshops

6:30pm – 7:30pm Pre-Dinner Reception, hosted by PBS

7:30pm – 9:30pm Dinner Gala

REGISTRATION

Dealer Member Pricing:

\$575 for the first Dealer registrant

\$525 for any additional Dealer registrants from the same dealership (based on rooftop)

\$525 for partner/spouse registration

*all registration pricing plus 5% GST

Dealer Members may register online at www.WesternDealerSummit.com

Associates and Suppliers to obtain registration through Sponsorship.
Contact your Association office at 604-214-9964 for opportunities.



ACCOMMODATION

Special rates, starting at USD \$219 available November 4 through 10 at the Wynn Encore!

Rooms are limited, so book yours today! To book your hotel room, go to www.WesternDealerSummit.com and click on the Accommodation tab.

About the Wynn Encore:

Located steps from Wynn Las Vegas yet under the same roof, Encore's fanciful and intimate atmosphere features 2,034 suites, sunlit corridors with flowering atria, sprawling pools visible from throughout the property, gardens, mosaics and vibrant butterflies that reveal themselves among layers of detail and timeless décor. Unlike anything anywhere, the environment is both uniquely Wynn and distinctly Encore.

Refuges of sophisticated chic, the suites at Encore are stunning and generously measure 700 square feet up to 5,800 square feet. Encore continues the Wynn tradition of creating extraordinary interiors that elevate the guest experience with thoughtful detailing, timeless design, impeccable restaurants and exciting amenities.

If you require hotel accommodations other than the dates shown you will need to contact Wynn Encore directly at the number listed below to book a separate reservation for those dates. Rooms available at the preferred rate are available until October 5, 2014 and are based upon availability. After October 5, 2014 any changes to existing room reservations (names, dates, etc.) will be accepted based upon space and rate availability. Failure to arrive on your scheduled arrival date will result in the cancellation of remaining room nights that were reserved.

If you need assistance with booking your accommodation, please contact Wynn Las Vegas directly toll-free at: 866-770-7555 or 702-770-2222. Or you may email: roomreservations@wynnlasvegas.com



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SPEAKERS



Al-Karim Awadia is a lead member on Google Canada's automotive team. He has worked in the auto industry for over a decade and currently provides digital

advertising solutions to support OEM brand and retail initiatives.

Prior to his current assignment, Al held a variety of roles at General Motors of Canada, leading consumer marketing and advertising, leading National accessory sales, managing Ontario regional sales and working with dealers across Canada as a district sales and fixed operations manager.

Al is member of the IAB, is the lead for Google Toronto community affairs and is currently leading an initiative for Google Canada to help dealers succeed in search and display advertising.

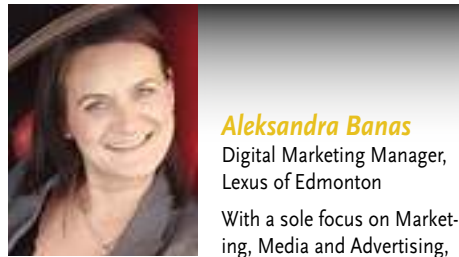


Duncan Cochrane, President, Strathcom Media. A proud Edmontonian and graduate of the University of Alberta; Duncan's experience in the advertising industry

dates back to the days of the Bargain Finder. Duncan immediately found a home in traditional advertising working with car dealers. Seeing the industry shift to digital, he joined Strathcom Media and for the last three years has spread the gospel of data driven decisions to dealers across Canada.

MDA Presentation: Dealernomics — The real numbers behind merchandising your inventory online

It's no secret that showroom visits are down and website traffic is up. You probably hate the cliché about the brick and mortar store and the digital store as much as we do. We all know what buyers are visiting our sites for—so why are we still hiding all the information they want? Why do we still use shitty stock photos of our inventory? "Call for price"... Are you kidding me!? It ends here. Using only Canadian data, let us show you the How, Why, and R-O-I of properly merchandising your cars online.



Aleksandra Banas
Digital Marketing Manager,
Lexus of Edmonton

With a sole focus on Marketing, Media and Advertising, Aleksandra started her career

in the corporate world in 2005 after graduating with a degree in Business Administration with a major in Marketing and Communications. That led her to a traditional media buying role on a national basis which included print, radio, direct mail and television.

With spending millions of dollars as a monthly advertising budget, the "spray and pray" aspect of advertising and media was on the decline as the switch to digital was just beginning. This piqued her curiosity and shifted her career in with a Mobile and Technology company that worked with the automobile industry.

She traveled the world attending digital marketing, mobile and search marketing conferences. These conferences were evolving in the automotive industry in the US and Europe, however these conversations were not yet happening in Canada. Search and content marketing elsewhere was light years ahead of what was being discussed and taught in Canada.

Aleksandra was given the opportunity to implement what was being practiced around the world and joined the Lexus of Edmonton Team in 2012 as the Digital Marketing Manager. Although social media is a great aide to distribute content marketing, she implemented and focused on search, digital and content marketing strategies which quickly placed Lexus of Edmonton as one of the leading dealerships to go digital in Canada. She no longer uses the spray and pray marketing practices as traditional and social media does.

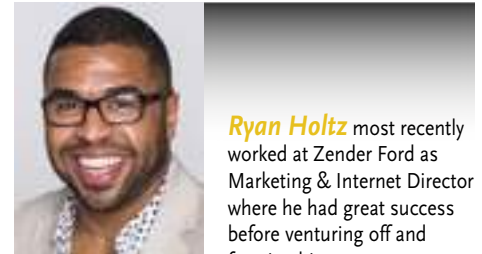


Cameron Chell - CEO,
Business Instincts Group

Cameron is the CEO of Business Instincts Group, a Venture Creation Firm in Calgary whose focus is build-

ing high-tech startups. Cameron's success as both a serial entrepreneur and investor has been built on the founding principles of Clarity, Alignment and Measurement. Based on the foundations that clear communication, aligned teams, and measurable goals are the building blocks to early stage success and growth,

Cameron combines the internal systems in use in his projects with his Big Vision thinking to make impossible projects a reality. He now spends his time working with entrepreneurs and investors determining what is most important in projects and specifically how to get it done. Taking this approach, and his tenacious pursuit of creating possibility, Cameron has created Business Instincts Group, focusing their energies on answering "What If?"



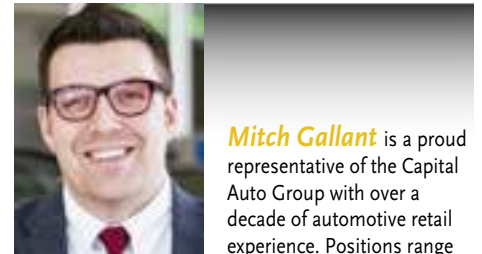
Ryan Holtz most recently worked at Zender Ford as Marketing & Internet Director where he had great success before venturing off and forming his own company as

a trainer, public speaker and marketing consultant.

Now specializing in automotive, Ryan has been sought out by various industries such as construction, healthcare and real estate. Ryan recently has been featured by The Automotive News (3 Times), Twitter, Automotive Success Magazine, Canadian Auto Dealer Magazine, Edmonton Journal, Spruce Grove Examiner and on Breakfast Television.

He most notably was responsible for getting his dealership to be featured by Twitter themselves and as a result was invited out to tour Google, Facebook and Twitter at their head offices in San Francisco. What makes this so unique is that Ryan has only been in the automotive industry for 11 months and has managed to be an innovator and trendsetter. He most recently was the recipient for "Marketer of the Year" by Spruce Grove Chamber of Commerce.

Ryan has also spoken at various Alberta MDA events and conferences. He sits on the communications committee for the Ronald McDonald House North and enjoys hosting community events and initiatives. Recently Ryan successfully negotiated an exclusive agreement with The Motor Dealers Association of Alberta to provide Social Media/Digital training to all of their 350+ Alberta Auto Dealers."



Mitch Gallant is a proud representative of the Capital Auto Group with over a decade of automotive retail experience. Positions range from washing cars to sales

management and current role as the awkwardly titled Chief Digital Officer. He brings a proven track record to lead digital teams to success, a distinct challenge in the fluid online landscape.

Heading an in-house BDC and marketing team, staffed with over 30 people, the Capital Automotive Group is aggressive and always growing. Having started in the Auto Group on the sales floor, new hire training and mentorship proved to be a true catalyst to the current position with such heavy digital immersion.

"I was kicked in the pants early on selling cars and told something to the effect of 'Top CEO's read 60 books a year'. From then I started to read a ton of books. That has consistently put progressive digital marketing information from all different types of businesses in front of me. It's the direction of the wind so I continue to consume as much digital marketing info as possible."

Mitch is the founder and partner in a BDC software company and has interests in growing the reach into other software and digital marketing endeavors including digital analytics for dealerships and consumer centric pricing tools.

For more information please visit MitchGallant.com



Grant Gooley,

Director of Marketing,
Zanchin Auto Group
Grant is an early adopter
in the digital space and is
a passionate, driven, full

circle marketing professional. With 5 years marketing director & management rolls across 3 auto groups, Grant is quickly making an impact in the automotive retail segment. He has the ability to play multiple roles with broad range of both analytic and creative skills in marketing, lead management, sales training, and operations.

Last year was a career highlight for Grant when he spoke in Las Vegas, Nevada at the Bellagio Hotel and Casino at the Driving Sales Executive Summit. Presenting topic "The Shift - Creating A Digital Culture Within Your Dealership" got rave reviews. Grant is a fast paced, energetic speaker that keeps the audience engaged and on the edge of their seat, wondering what Grant might do next.

"Leadership and innovation is my reason. Marketing is my platform."



Jay Radke is a Canadian entrepreneur who has been with cDemo.com since 2008 and currently holds the role of Vice President of Business Development for cDemo

Mobile Solutions Ltd., a recognized leader in Mobile App Data Collection Technology.

The cDemo team has developed and refined their product over a period of more than 10 years, resulting in a system that is very flexible and easily configured for any type of user or industry. Their cornerstone smartphone app "Mobile Inspector" is a very simple to use process.

Using only one device, the user is provided simple on-screen instructions detailing exactly what to do, requiring very little training or experience.

Prior to joining cDemo, Jay spent the majority of his career working in the wholesale side of the business in the auction, remarketing and fleet services industry with Enterprise Holdings Inc as Group Remarketing and Acquisition Manager in Alberta, Canada and St. Louis, MO. He oversaw a team responsible for the complete life cycle of a fleet that peaked at over 50,000 units at any given time of the year.

Gaining extensive industry knowledge from vehicle purchasing, ordering, marshalling, direct to dealer sales, auction resale initiatives and fleet planning for over 50,000+ cars allows to Jay speak and share about a deep level of automotive industry knowledge. His passion lies in helping the automotive community move forward and he has made the shift to apply his knowledge to the digital aspect of this great industry. His expertise comes from being a part of development and launch of the cDemo Merchandising platform, which propelled his expertise in this area of the business.



Eric Miltsch,

President, Command Z
Automotive Consulting, Inc.

Eric Miltsch is a successful automotive marketing strategist. He's the President of

Command Z Automotive Consulting Inc. which specializes in mobile, search & social strategies.

Previously he was the Director of Product Strategy for DrivingSales.com, where he helped build the largest online professional community for the retail automotive industry.

Prior to that, Eric directed the successful digital experiences for Auction Direct USA, one of the nation's fastest growing used vehicle dealerships. Auction Direct was named the #1 Independent Retailer in the US in 2010, 2011 & 2012.



Joe Webb is the Founder of DealerKnows Consulting, an automotive Internet sales and marketing training firm focused on maximizing dealerships' online investments

through hands-on/on-site training, virtual consulting, and the industry's first lead management coaching software. Joe has been called "the funniest guy in the car business" and passionately consults across North America, showing dealerships success by instilling proven Internet marketing practices. He writes for multiple publications and industry blogs, and is a regular top-rated speaker at industry conferences, including his series of automotive workshops he co-founded called Dealer ThinkTank.

As a true "dealer guy" with a history of retail success, Joe separates himself from the rest by his innate ability to blend the lines between entertainment and education.

Presentation:

Creating Memories Through Your Communication

Online shoppers are browsing dealership websites and contacting them in advance of making any purchase decision. Is your team communicating in a way that will help you stand out from the competition? Joe Webb, founder of DealerKnows, will dissect the ways you can structure your department, build trust, market your store, communicate effectively, and design an email, text, video, and phone process that will create memories. Much like the iconic brand Disney has become when it comes to building trust through their communications and the experiences they deliver, your dealership can also make magic happen for customers once you embrace this process philosophy.



Glenn Pasch is a trainer at heart. He is a speaker, writer, coach and operations strategist as well as a customer service fanatic.

As the CEO of PCG Digital Marketing and Partner of PCG Consulting he works with executive management and internal teams to develop new strategies around Digital Marketing initiatives that will enable businesses to achieve their desired objectives and priorities.

He is also a partner of First Class Educators, a Digital Marketing Event company that specializes in hosted training events for the automotive industry.

Glenn has more than 20 years of experience with a proven track record of leading diverse teams of professionals to new levels of achievement in a variety of highly competitive markets and fast paced environments. He has worked as an executive coach for all levels of leadership from C-suite to the front line. He continues to author articles for multiple industry publications as well as continuing his writing online at www.glennpasch.com.

If you have been to one of Glenn's highly requested workshops you have seen his passion and energetic straight-forward style of speaking which connects with audiences and leaves them excited about what they learned along with tangible tools to implement his training.

Glenn continues to speak on a variety of topics that cover business leadership, change management, digital marketing and the impact of this new technology on culture, business and society.

Glenn is a member of The American Society of Training and Development as well as the National Speakers Association.

"My passion is customer service and leading teams and individuals to achieve their personal levels of success. I am blessed to have great support at PCG but most importantly I have a great wife and boys to keep reminding me what is important."

PRIVACY AND TEST DRIVES

Many dealers will permit certain of their customers to test drive a dealer's vehicle without a salesperson accompanying them. In order for the customer to take out the vehicle, the customer is usually required to sign a Demonstration Vehicle Agreement and to provide the dealer with informed consent for the dealership to retain a copy of his or her driver's licence for the following purposes:

- to properly identify the person;
- to ensure that the customer is licenced to drive;
- to prevent vehicle theft and vandalism;
- if the vehicle is stolen, to recover the vehicle, report the theft and the identity of the thief to police;
- in case of accident and damage to the vehicle or personal injury to the driver or other motorists, to prove to the dealership's insurer that:
 - (a) the driver of the vehicle was licenced to drive in British Columbia; and
 - (b) that the dealership's staff examined identification and were not negligent in permitting an unlicensed driver to take temporary possession of the vehicle.

One of the issues currently being considered by the Office of the Information and Privacy Commissioner of British Columbia (the "Commissioner") is to what uses the information collected by dealers may be put and how, why and for what period of time dealers may keep this information on file.

Consider the following hypothetical scenario involving a customer named "Brad Smith":

A customer enters a dealership, speaks with the sales staff and expresses interest in purchasing a vehicle for the price of \$75,000. The customer requests a test drive and the dealership staff request the customer's driver's licence. The customer signs a Demonstration Vehicle Agreement and agrees to the inspection of his licence, which confirms that he is Brad Smith and provides an address of 123 Canada Way. His name and address are recorded by the dealership staff. Mr. Smith is asked to return the vehicle to the dealership within 20 minutes and he departs from the dealership in the vehicle. One hour later, dealership staff discover the vehicle parked outside with significant damage to the front end, and there is no sign of Mr. Smith.

The dealership notifies the police and provides the information on file – the driver's name and address. Upon investigation, the police find that Mr. Smith has not resided at 123 Canada Way for several years, and did not leave a forwarding address with the landlord.



There are more than 550 British Columbia residents with the name "Brad Smith". If the police had quick access to a copy of the front of the driver's licence, identifying and locating the driver would likely require significantly less police investigation and use of valuable public resources.

Consider these additional facts:

The vehicle was damaged when Mr. Smith ran a red light and hit a third party vehicle. The third party driver was severely injured, suffering spine and head injuries. A preliminary assessment of damages is in the range of \$1,500,000. Witnesses were able to record the licence plate number before the vehicle fled the scene of the accident. The police trace the vehicle back to the dealership.

When a person is injured in a motor vehicle accident, he or she may sue for damages arising from the accident. Generally, there are two means by which the plaintiff may recover damages:

- 1) a tort claim against the negligent driver and/or the owner of the vehicle;
- or
- 2) a contractual claim against ICBC when the negligent driver is an "unidentified motorist".

No matter which route the injured party goes, all concerned parties will need to know the identity of the driver and a copy of that driver's licence will be necessary.

There is another scenario which can present a more sinister problem: Ms. Park takes a dealer vehicle for a test drive. During that test drive, she "bumps" into the vehicle travelling in front of her. There is no damage to either vehicle, and as such no driver's information is exchanged, but the driver of the vehicle in front records the dealer plate number of the dealer vehicle. None of this is reported to the dealership.

Unfortunately, the driver of the front vehicle has an underlying back condition of which he is unaware at the time of the accident. Months later, the driver complains to his doctor, who determines that the "bump" from the accident aggravated the condition, which has now developed into a long term problem. The driver commences a lawsuit against the dealership 18 months after the accident.

In these circumstances, the dealership will need to review its records to determine who was driving that vehicle on the date and time of the accident.



So how long should the dealership keep the driver's licence information of the customers who test drive their vehicles?

There are sound reasons for dealers to retain the Demonstration Vehicle Agreement together with a copy of the front of the driver's licence for a period of 2 to 5 years. In British Columbia, the limitation period of two years begins to run when an injured person has, or ought to have, discovered a claim. This means that the period of time during which the injured party can sue for damages does not necessarily begin to run from the date of the accident. For example, in the case of Ms. Park's accident, the injured driver has a reasonable argument that his limitation period began to run on the date his back condition was diagnosed to have been caused by the accident. This means that he has until three and a half years after the date of the accident to start his lawsuit. More than three years after the accident, complete records, providing the identity of the driver by way of a unique driver's licence number, will be essential to all concerned parties.

Test drives are crucial to the business of dealerships. This necessity is accompanied by some significant risk, with the potential to cause considerable harm to the dealership and to innocent third parties. If damage results, it will be the paramount concern of the dealership, insurers and the police to identify and locate the driver as quickly as possible.

Currently, the Association is working with the Commissioner to determine policies that will balance the interests of dealerships with the protection of sensitive personal information.

By Roderick H. McCloy, Lawyer, of Roderick H. McCloy Law Corporation, Associate Counsel, and Vanessa Werden, Associate, of Shapiro Hankinson & Knutson Law Corporation

Automotive Management Courses

Your Association has just announced a series of courses put on by SAIT Polytechnic. Courses may be completed in any order; no prerequisite is required, so they may be taken as desired. Class size is limited, so register early! Course descriptions and dates are listed below.

Cost: \$475 per course (tax included) To register: Contact Christie at cmorning-smith@newcardealers.ca

UPCOMING EVENTS!

PROBLEM SOLVING AND DECISION MAKING

September 25-26, 2014
at the New Car Dealers Association of BC office (Richmond)

Each day we must make a multitude of decisions to solve problems, handle crises, and take advantage of opportunities. In this course, you will examine the influences on decisions, apply ethics to decision making and learn to apply various techniques and processes for individual and group decision making.

- Introduction to Decision Making
- Influences on Decision Making
- Making Ethical Decisions
- Techniques for Effective Decision Making
- The Decision-Making Process

SOCIAL MEDIA TO DRIVE SALES AND BRAND

November 17 and 18, 2014
at the New Car Dealers Association of BC office (Richmond)

Explore social media and how it can help you to your dealership including brand strength and sales. Social media has transformed how companies can communicate directly with their customers. This workshop concludes with the development of a strategic social media plan. Students will learn how to use social media platforms including Linked In, You Tube, Twitter and Facebook.

- Social Media Tools and Practices
- Mobile Marketing Communications
- Search Engine Optimization
- Social Media Direct Marketing
- Strategic Planning

Canada's Anti-Spam Workshops

Your Association recently hosted workshops in Nanaimo, Langley, Richmond, Kelowna and Prince George, educating dealers on the new Canadian Anti-Spam Legislation. Thank you to those who attended!

EVENT SPEAKERS

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Canadian Automobile Dealers Association (CADA) update

CADA Highlights Record Annual Retail Sales at Canadian Car Dealerships

The Canadian retail automotive market posted a new record in 2013, surpassing \$90 billion in total sales for the first time ever in 2013. Total retail sales at car dealerships grew by a very healthy 5.7 per cent over 2012 revenues to eclipse the \$90 billion threshold for the first time ever. Revenues grew even faster than new vehicle sales, which themselves set a new record in 2013 as well, eclipsing 1.74 million new units sold.

Consumers are responding to record levels of affordability in the marketplace and strong product choice. They are also releasing the last of the pent-up demand from the recession, during which many consumers delayed big purchases. This is great news for the industry but also for the economy at large. Surpassing \$90 billion in total sales is a huge milestone for our members, and comes on top of an already-impressive 2013 during which we sold more new cars than ever before.

The \$90 billion in sales represents almost five per cent of Canada's GDP and about \$2,500 for every woman, man, and child in Canada last year. Though most new vehicle purchases require some sort of financing, default ratios on automotive debt are at historically low levels.

Though debt levels have been increasing for Canadian consumers, the cost to service those debts has been falling. The availability of consumer financing is an important part of our members' business, and consumers are paying back auto and other consumer loans at extremely high rates.

In the fourth quarter of last year, delinquency rates for automotive debt stood at 0.11 per cent. This is the lowest default rate of all forms of consumer debt.

Consumers are spending money at dealerships at record levels. This is great news for the economy. We're on pace for another record year in 2014.

Michael Hatch, Chief Economist, Canadian Automobile Dealers Association (CADA)



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An aerial, high-angle photograph of a vast parking lot filled with hundreds of cars, mostly in shades of blue, purple, and silver, with some red and white cars interspersed. The cars are parked in neat, parallel rows, creating a strong sense of perspective and repetition.

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Buyers Around the World

Camosun College unveils its 'Trades Secrets' at BMW/Mini Victoria dealership, March 26

Victoria, BC - Camosun College's President Kathryn Laurin unveiled the college's plans to build and revamp 250,000 square feet of a new Trades Education and Innovation Complex, at Camosun's first-ever "Trades Secrets" Innovation Awards night hosted at the BMW/Mini Victoria dealership, March 26.

BMW/Mini Victoria was one of several industry sponsors who helped launch the college's \$5 million capital campaign to raise funds and support to enhance Camosun's trades programs and help put the latest classroom materials and teaching technology into the hands of aspiring trades workers. Camosun is the largest trades-technology training facility on Vancouver Island. From automotive service technology to carpentry and welding, with over 2,000 students enrolled 20 different trades programs each year, Camosun is considered a trades training powerhouse.

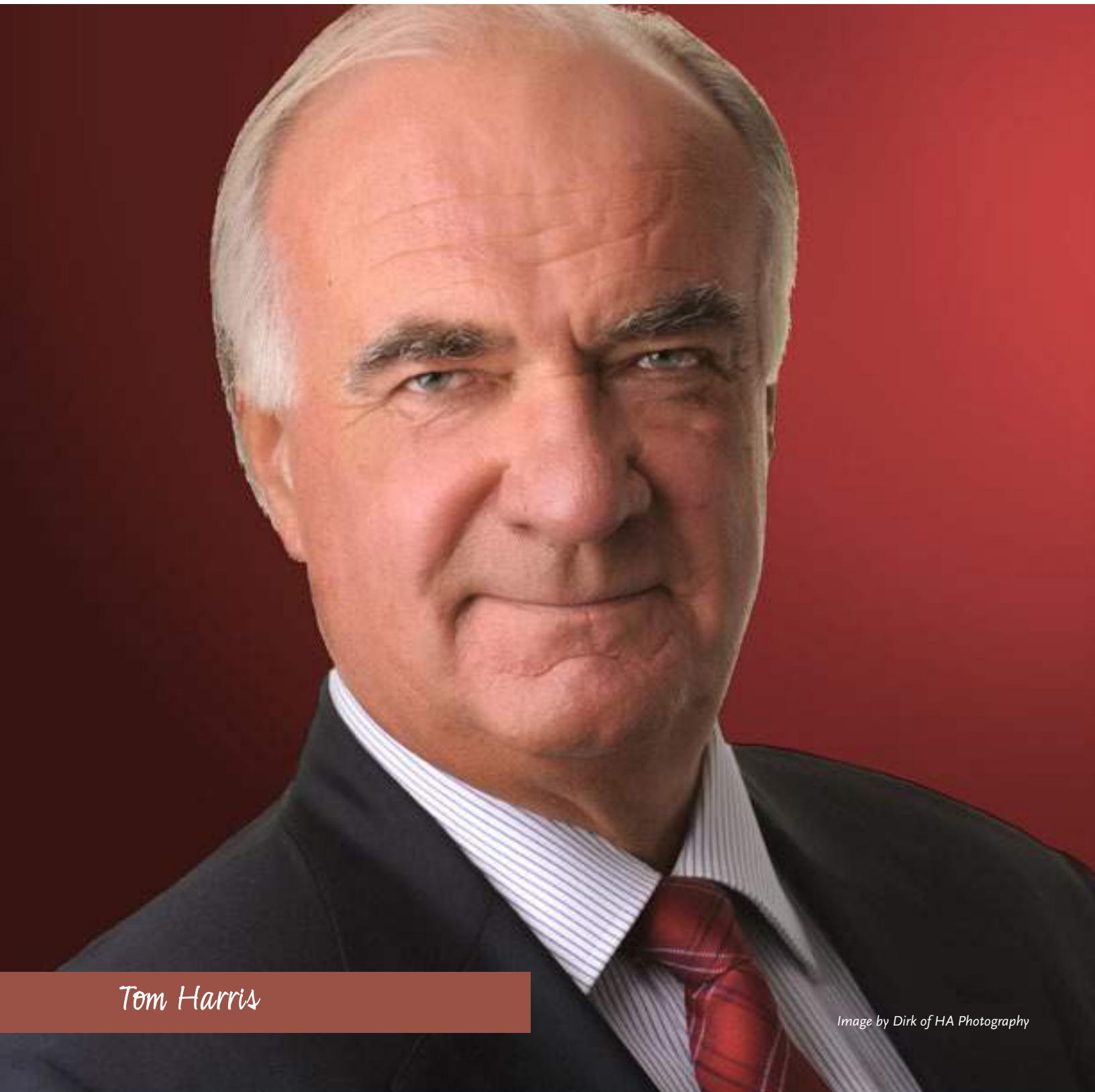
For more info contact Campaign Director Angus Matthews, matthewsa@camosun.ca and visit: camosun.ca/trades-centre.



Dealers Making a Difference for SOBC



With this series SOBC is turning the spotlight on individual dealers who so generously support our athletes and our organization – watch for future issues of Signals for more inspiring stories.



Tom Harris

Image by Dirk of HA Photography

As a lifelong car dealer and longtime volunteer with industry and community causes, Tom Harris has given generously both in financial support and time over the years, and still finds it rewarding to help Special Olympics BC.

“What I see is an organization that is totally devoted to what they do, to providing a fun, competitive meaningful set of activities for people with intellectual disabilities. They joy that I see on the athletes’ faces when they get to compete, and the joy I see on the faces of the people helping them make this all possible, gives me a great feeling,” Harris says.

President of the Tom Harris Group and a second-generation car dealer, Harris was a longtime member of the New Car Dealers Association of BC executive committee and has been involved for many years with the committee that steers what is now the New Car Dealers Foundation of BC / Special Olympics Auction. He was involved when the event took the form of an annual gala held in Vancouver, and helped lead the transition into the catalogue-based auction it is today.

The move to becoming a catalogue auction better demonstrated the generosity of Dealers and donors and showed the province-wide spread, more accurately reflecting the membership base. Harris said he has been thrilled to see the successful results. The Auction now annually attracts more than 200 donated items and each year draws more bidders from all corners of the province. The funds raised continue to grow every year.

“It’s a real credit to the Dealers, to all the people who donate, to the committee, and the people from SOBC who have been so actively involved. It’s a group effort that has turned out to be a real winner,” he says. “At the end of the day the money all goes to the athletes, which is what I like – what we all like.”

Harris says it’s a “great experience” to work with the Auction committee, and feels the model of this strong event is something often copied but never successfully replicated. “With the leadership from the committee and from SOBC, we’ve got something here that’s very unique,” Harris says. “It’s something we should all be proud of.”

The Harris Auto Group is now comprised of Harris Mitsubishi, Harris Kia, and Harris Mazda in Nanaimo, Harris Chrysler Dodge Jeep Ram in Victoria, and Harris Oceanside Chevrolet GMC in Parksville. Harris also has Tom Harris Cellular, the largest TELUS dealer in Canada, and has a multitude of partners in different organizations.

Along the way, Harris has served on the executive committees of both the provincial and national New Car Dealers associations, and contributed significantly to a number of charitable causes both with time and fundraising support.

“It has been very rewarding. I’ve certainly enjoyed the time I’ve spent doing what I’ve done, and reflecting on the contributions I’ve been able to make along with my employees and fellow Dealers and partners,” Harris says.

Now his family’s third generation of car dealers is following in his footsteps. Eldest son Mike is the Dealer Principal of Harris Oceanside Chevrolet GMC and his partner in several different businesses, including the Mazda and Oceanside GM dealerships; Mike Harris has served on the Board of Directors of New Car Dealers Association of BC and the New Car Dealers Foundation of BC for a number of years. Younger son Tony is the Dealer Principal at Harris Mitsubishi and serves in a number of other roles. The businesses continue to grow and thrive with the third generation involved.

“It’s a good feeling,” Harris says.

Special Olympics

BC Snapshot

Providing high-performance opportunities for athletes and coaches

B.C.'s New Car Dealers are among the longest-standing supporters of Special Olympics BC. In this issue of Signals we continue the series demonstrating all that your support helps to bring to life through the world of Special Olympics – all the experiences of joy, friendship, empowerment, and acceptance for more than 4,300 athletes with intellectual disabilities around the province.

Inspired by the success of Canada's Own the Podium program, and building toward the Special Olympics Canada 2014 Summer Games, Special Olympics BC has introduced a new long-term initiative, the Performance Project, designed to give athletes and coaches a richer experience in a high-performance sport environment.

SOBC has been able to work with world-class sport experts Cathy Priestner Allinger and the Allinger Consulting International team to create the successful Performance Project providing sport science and technical expertise to athletes and coaches in a way never before thought possible for Special Olympics in Canada.

The Performance Project brings together SOBC athletes and coaches from around the province to participate in sport-specific camps where they work with top-flight experts and technologies both to hone their sport skills and learn to improve their overall health and fitness. In addition to the sport-specific training, athletes and coaches learn to use valuable technology such as video analysis, dryland training work, and functional testing.

Cathy Priestner Allinger is the Chair of the Special Olympics Canada 2014 Summer Games, and with her husband Todd Allinger authored the Own the Podium strategy that powered the Canadian Olympic team to achieve a world-leading number of gold medals at the 2010 Olympic Winter Games on home soil.

Cathy, Todd, and their Allinger Consulting team worked with the Russian Olympic team to build toward the 2014 Olympics in Sochi, and at the same time they have also been generously giving their time to the Performance Project and Team BC 2014. "We're not doing anything different than what we do with the Russian Olympic team or the Canadian Olympic team," Priestner Allinger told the Team BC 2014 coaches last fall. She said she has seen the SOBC Performance Project athletes and coaches embracing this "really new way of thinking," and the results to date show how much SOBC athletes can thrive with these ideas and techniques.

So far, SOBC has introduced the Performance Project for aquatics, athletics, and speed skating, as well as applying the same tools and technologies with Team BC 2014 so our largest-ever provincial team has been able to benefit. With the 2015 SOBC Winter Games on the horizon, 2014 will see a larger focus on SOBC winter sports.

The project has already shown impressive results. SOBC – Surrey athlete Kellie Robertson is a member of Team BC who has been participating in Performance Project events since 2012 and has really embraced the opportunity. Since the beginning of this season, Robertson has lost 30 pounds while sticking to a strict exercise and eating schedule that includes training six days a week and working on Team BC strengthening and corrective exercises at home. In



other specialized tests of her fitness and functional ability, Robertson has shown equally impressive improvements in key areas for athletics competitors, including her core and lower body strength and her balance.

In the aquatics stream, between their times in 2011 and measurements at the first Performance Project aquatics camp in December 2012, participating athletes showed improvements of 2.9 per cent. During the eight months leading up to the 2013 Special Olympics BC Summer Games, they worked in the Performance Project camps and used the new techniques. In the Provincial Games, their times were 5.7 per cent faster, nearly doubling their performance gains.

Other SOBC athletes who work with coaches who are taking part in the Performance Project reap benefits too, even though they didn't attend the specific camps. The coaches who participate in the camps come home and share the tools and vision widely, benefitting many athletes in their home communities.

SOBC – Burnaby coach Shirley Sywak called the first Performance Project athletics camp “phenomenal” and right away started using the new tools and strategies in her home program. “It was so exciting to see our Special Olympics athletes getting to focus on really being the best they can be,” she said. “[For the coaches], this gives us a whole new dimension to unleash our capability and spill that over to the athletes.”

SOBC is able to provide these life-enhancing opportunities thanks to the generous support of sponsors such as B.C.'s New Car Dealers. Find more stories at specialolympics.bc.ca.



Top photo credit: PerformanceProject_Athletics Julia Dorofeeva of Allinger Consulting International

ADWARE MANAGEMENT - Adware/virus/Spyware/Malware

The Cyber Criminal, clever marketing people (potential hackers), and hackers have found an easy way to get inside your computer system. By disguising their “stuff” in legitimate “stuff” they are able to quietly add their “browser – add-ons” to your system before you can stop them. These same hackers will tell you that “their product is safe, is not a virus, is not spyware, is not malware, will not harm your system, and that you have nothing to be worried about”.

Ya, Ya, Ya! I’ve heard it all before. In my experience, nothing could be further from the truth. Imagine walking into your office one morning to discover your computer network was breached by a hacker who managed to get access through some malicious Adware you unknowingly downloaded to your system. This breach could expose not only YOUR Company’s data, but also your clients’. Your operations could be halted or severely limited for days, possibly weeks. Your data could be corrupt to the point of being useless. Clients lost. Your company could be Blacklisted, preventing access to the Internet or, worse yet, shutting down your email system. Potential lawsuits and exorbitant emergency IT fees to get everything restored to working order fast could be the order of the day. You’re at greater risk than you think. Bottom line is - you install their “stuff” at your peril!

You will know this “stuff” as Browser-Helper-Objects (BHOs). A BHO is a usually an innocent appearing “browser toolbar” but in reality can be a rootkit program that works under the hood of your computer system to infect the entire network. They are called “helpers” for good reason; they are designed to help them and NOT you. This includes the popular Google toolbars and the very nasty Conduit, Mega Browse, Visual Bee and Ask.

These BHO’s are adware programs that display pop-up ads, advertisement banners and sponsored links within Internet Explorer, Firefox and Google Chrome. Unfortunately, some free downloads do not adequately disclose that other software will also be installed and you may find that you have installed one of the nasty tag-alongs without your knowledge.

The adware infection is designed specifically to make money for the cyber-criminal. It generates web traffic, collects sales leads for other dubious sites, and will display advertisements and sponsored links within your web browser.

While these BHOs are technically not a virus, they do exhibit plenty of malicious traits, such as rootkit capabilities to hook deep into the operating system, browser hijacking, and in general just interfering with the user experience. The industry generally refers to them “PUPs,” or potentially unwanted programs.

These browser add-ons are ad-supported (users may see additional banner, search, pop-up, pop-under, and in-text link advertisements) cross web browser plugins for Internet Explorer, Firefox and Chrome, and distributed through various monetization

platforms during installation. They are typically added to your system when you install other free software that have cloaked the installation of add-on adware programs as part of the install process. Unless you catch it, when you install these free programs, they will also install the nasty BHO as well. More often than not, users have no idea where the bad “stuff” came from.

Once installed these BHOs will start to block your access to the Internet, display advertising banners on the webpages you visit (if you can get access to them), slow your computer system to a crawl, and forward personal information to their data collection centres.

As a small business owner, you have plenty to worry about. Half of small business owners believe that cybercrime will never affect them. In fact, small businesses are a cyber criminal’s favorite target! Why? Small businesses are not prepared and they make it very easy for hackers and cyber-criminals to do their thing. The result? Cyber-attacks cost SMBs an average of \$188,242.00 each incident and nearly two-thirds of the businesses affected are out of business within 6 months (2011 Symantec/NCSA Study).

You should always pay attention when installing software. Very often a software installer will include optional software that you must uncheck, otherwise these optional tag-alongs will be also be installed to your desktop.

Always review what you have agreed to install before you say “Ok”. It is a good idea to opt for the custom installation and deselect anything that is not familiar, especially optional software that you never wanted to download and install in the first place.

It goes without saying that you should never install software that you don’t trust.

Your comments are appreciated –
ComputerCents@CascadiaSystemsGroup.com

Bob Milliken is the President of Cascadia Systems Group. Cascadia Systems Group are Technology Strategists and Cloud Integrators to Small and Medium Businesses. They take care of your IT so that you can take care of your business.

You can reach Bob directly by email at
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For Sale

OCCUPATIONAL HEALTH & SAFETY MANUAL

The New Car Dealers Association of BC has listened to dealer members and developed a new Health & Safety Manual, specific to British Columbia. If you do not have a health and safety manual, or have an outdated manual (the last version was developed in 2004), it is important you purchase a new copy.

The Manual Is Ideal For:

- Supervisors (new or experienced);
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- Identify key factors in the practice of due diligence and the potential legal consequences of failing to exercise due diligence;
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Vehicle Sales Authority

Campaigns Highlight the Benefits of Buying from Dealers



Two province-wide consumer campaigns have kick-started a conversation between the Vehicle Sales Authority (VSA), the vehicle sales industry and the general public on the dangers of curbers and making informed vehicle purchases.

The VSA joined forces with ICBC and CarProof History Reports to increase awareness and warn consumers about the risks of buying used vehicles from curbers. Why did the VSA decide to pursue a campaign on curbing? Well, it's estimated that up to 30% of buyers (or 45,000 a year) are scammed when they buy from a curber, thinking it's a private seller. And since the VSA has limited tools to deal with curbers, the campaign hopes to instead get consumers to request vehicle history reports, select safe vehicles and buy from licensed dealers.

This first province-wide campaign featured Walt, a fictional character whose weekly confessions revealed the illegal selling practices of curbers. The nine confessions were published in 78 Black Press community newspapers around the province and online. This brought a combined total of close to two million readers. In addition, the campaign featured big box and banner ads which ran online from March to June. Supplementary campaign materials – including a Walt “wanted” poster and curber rack cards – were sent out to dealers on request.

Bringing the role of the scheming curber to life is the VSA's long-time course facilitator, Ray Medway. His first public appearance was at the Mainland Better Business Bureau's Top Ten Scams press conference. For the second year in a row, curbers were named the Top Sales Scam of the year. And, using his years of experience as a magician, the real-life Walt highlighted the risks of buying from curbers through seven entertaining magic shows at this year's Vancouver International Auto Show.

The campaign has garnered attention around the province. The VSA Consumer Services team has seen an increase in curber reports – showing that the public is becoming more educated on the issue. The VSA also noticed an uptick in media interest. Following the campaign press release, Walt was invited to be a guest on the Bill Good Show. And, the dedicated campaign link – watchoutforwalt.com – remains active.

Following the success of partnering with ICBC and CarProof, the VSA joined Consumer Protection BC for the second province-wide campaign, Consumer Awareness Week. Focusing on contracts,

a list of five things to know before signing a sales agreement for a new or used car was released on May 14th. The #TAKE5 campaign targeted younger consumers, with tips to read and understand the details of a contract before signing on the dotted line.

Radio ads and PSAs were featured on The Beat 94.5 for the duration of the week. What's more, close to half a million big box ad impressions ran online for two weeks.

Costs for both campaigns were shared with the partners, stretching limited resources. VSA contributions came from the Consumer Awareness Fund. All administrative penalties assessed for violations of the Business Practices and Consumer Practices Act are placed in this fund.

The campaigns are just the first of many planned efforts to increase media interest, spark discussions in the industry, and build consumer awareness on the risks curbers represent and the benefits of buying from licensed dealers.

*By Mira Galperin, Communications Coordinator,
Vehicle Sales Authority*



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**BC's New Car Dealers Donate
Use of 35 Vehicles for
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2014 Summer Games
July 9 – 12 in Vancouver**

A big THANK YOU to those dealerships who contributed to the vehicle donations:

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- West Coast Auto Group

And thank you to **Adesa** for delivering the vehicles, and **AllWest Insurance** for providing vehicle insurance.

Who's Who at the NCDA

OUR VISION: For member dealers and the dealer franchise system to be seen by the public as the best choice to fulfill all their automotive needs.

We are a small, but dedicated and hardworking team of four individuals working to serve all Members of the New Car Dealers Association of BC. Should any questions, concerns, issues or ideas arise, the Association staff will be available to listen and help.

Get in touch via phone, email, fax or in person at the Richmond office!



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The New Car Dealers Association of B.C. would like to acknowledge these fine companies for their support of your association's activities:



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Associate Member Listing

The New Car Dealers Association of BC is a member driven organization. In addition to dealer Members, a strong and valuable group of Associate Members belong and contribute to the success. Many Associate Members have direct ties with the automotive industry, oftentimes specializing in areas and issues specific to the industry. Preferred rates are often offered by Associates to Dealer Members.

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