

## Advertising Offers or Discounts

**Offers or discounts must apply to all buyers to be included in vehicle pricing**

BC law requires that advertised vehicle pricing must reflect the price available to all consumers. Qualifying offers and discounts, those that are available only to certain individuals or members of certain groups, do not meet this standard. To comply with the law, offers and discounts must be listed separately from the vehicle pricing and include a comprehensive summary or disclaimer. See the [VSA Advertising Guidelines](#) for more information.

### Scrap-It Program Advertising

A Scrap-It incentive is different than most other qualifying offers.

To obtain a Scrap-It incentive:

- A consumer must own a vehicle to scrap that qualifies for the program, and
- The consumer must give legal title of the vehicle to a third party, not the dealer

In addition:

- The true value of the Scrap-It incentive to the consumer decreases in direct proportion to the value of the vehicle being scrapped, and
- The consumer also gives up the value of any sales tax savings that would apply to a trade-in deduction.

It is important to avoid presenting a potential Scrap-It incentive as a savings to the consumer without an adequate disclaimer. The VSA recommends the following disclaimer with any presentation of a Scrap-It incentive dollar value:

*“The Scrap-it incentive is available towards the purchase of a new or used electric (EV) vehicle only if you scrap your qualifying vehicle in exchange for the incentive. See dealer for details. Incentive is not provided by the dealer.”*

## Salespeople, Get a Tim Hortons Gift Card at the VSA Vancouver Auto Show Booth!

For the 15<sup>th</sup> year in a row, the VSA will be at the Vancouver International Auto Show.

Are you a salesperson working or visiting this year’s Vancouver Auto Show? If so, make sure you stop by the VSA booth to get a \$3.00 Tim Hortons gift card!

At our booth, chat with the VSA staff, watch the car buying tips movie, pick up a pen and a new flashing car keychain.

**Note:** There will be a limit of one Tim Hortons gift card per salesperson, while supplies last.



The VSA is an independent, non-profit agency that oversees the retail sales of personal-use motor vehicles in British Columbia. Please send your questions and comments to [communications@mvsabc.com](mailto:communications@mvsabc.com)

