

A publication for members & friends of the New Car Dealers Association of B.C.

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January - February 2019

ROAD TO THE 99TH ANNUAL VANCOUVER INTERNATIONAL AUTO SHOW START YOUR ENGINES!



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in Town
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VA
VANCOUVER
AUTOSHOW

#VANAUTOSHOW

UNVEILED
at the Vancouver International Auto Show
MARCH 19, 2019 | Vancouver Convention Centre West

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NCDA
NEW CAR DEALERS ASSOCIATION OF BC

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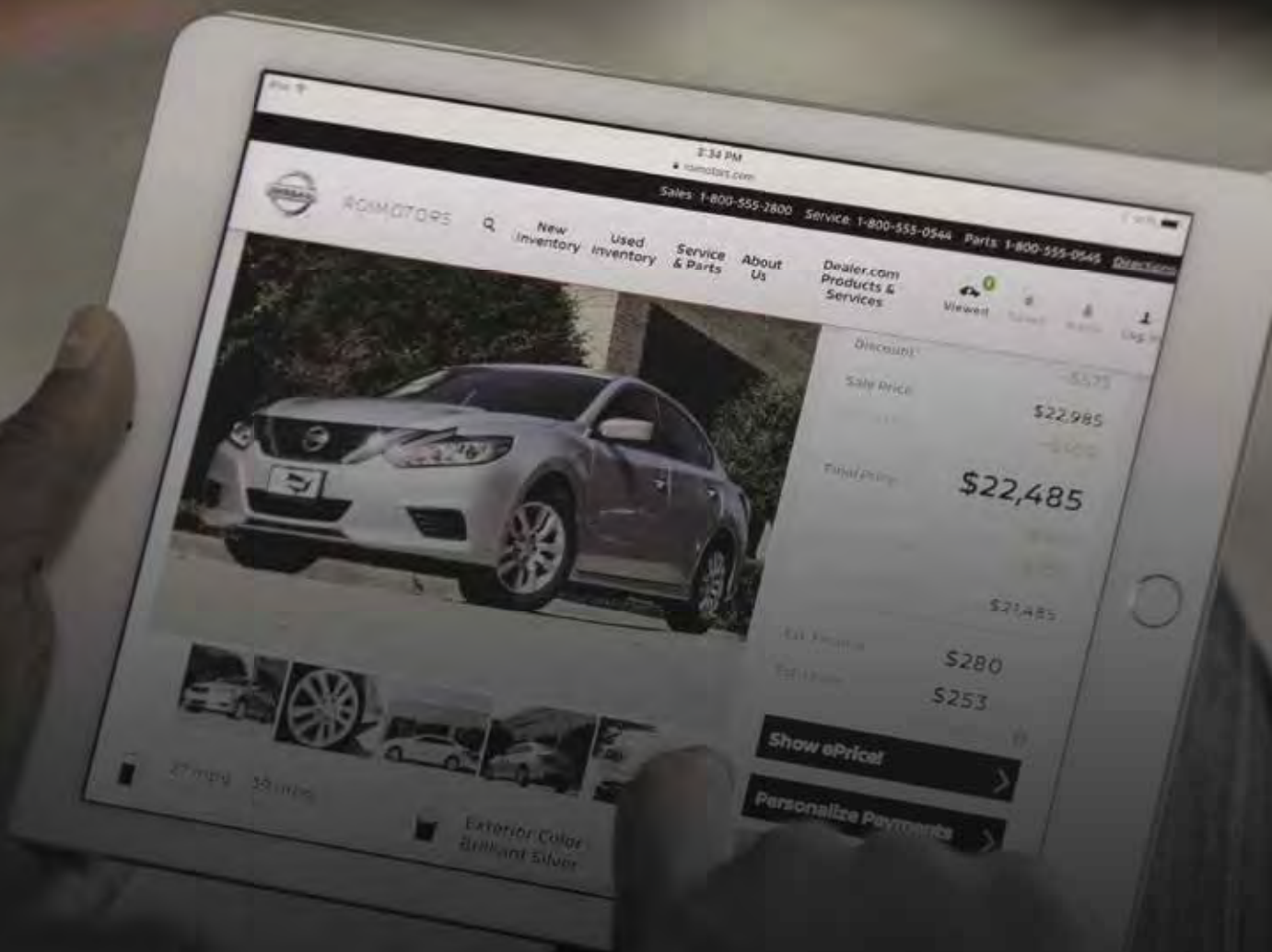
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Officers



Jeff Hall
Chairman
Hallmark Ford
Surrey



Mark Edmonds
Vice-Chairman
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Vancouver



Peter Heppner
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Chief Car Washer's Message

Will 2019 be another rollercoaster for auto industry?



2018 was a year punctuated by many changes, high points and challenges - and even though we are only days into 2019, there is no reason to believe the year ahead will be any different.

The past 12-months proved to be another positive one for new car sales in this country. Nearly two-million new vehicles were sold in Canada last year, the second-best year on record. While there is an expectation that sales will level off to more traditional numbers in 2019, we know that vehicle sales will be buoyed by a trend that has seen the transition to electric vehicles continue to grow.

While total 2018 year-end totals for BC have not yet been tabulated, well more than 6,000 CEVforBC™ incentives were paid out during the last calendar year - more than three times the amount in 2017 (during which there were approximately 1,800 incentives processed). It's also important to note that during the third quarter of 2018, the sale of electric vehicles represented 15.4 per cent of all new car sales in the province.

2018 was also a year in which the segment shift from cars to trucks continued, as trucks in many cases are almost as fuel-efficient as cars - and we expect this shift to continue in 2019.

New Car Dealers play an important role in transitioning consumers towards clean energy vehicles and believe the best way to continue to accomplish the goal is through a carrots, not sticks, approach. We expect a recent announcement by the province to increase funding for the CEVforBC™ Program by \$20 million will be a positive factor - but remain concerned that the province is planning to introduce legislation this spring that will mandate arbitrary EV sales targets.

Such a mandate does not take into account a number of factors, such as: affordability for many BC families; in a resource-based economy like ours, an EV may not be a realistic option for a family or business; a comprehensive and reliable network of charging stations is required, particularly in the Interior and North to support EV growth, and; there is no recognition that newer model gasoline vehicles can also play an important role in emissions reductions as manufacturers unveil new internal combustion models that are more fuel efficient with each passing year.

We are interested in the extent to which a public consultation process may occur prior to the introduction of legislation. Measures like this have the potential to impact the affordability and availability of all cars and trucks, especially in the interior of the province, and it's important that the views of all regions of the province are represented in what is a very important discussion.

New Car Dealers will also be watching with interest and with some level of anxiousness, the next provincial budget. Various new and expanded levies, such as health taxes, school taxes, and additional surtaxes to the BC Luxury Tax on automobiles and light duty trucks are having a very negative impact on our small business members.

Adding to the increasing layers of taxation will have a negative impact on an industry that is an important contributor to the provincial economy. Our sector generates over \$16 billion in retail sales - about 19 per cent of total retail sales in the province, second only to food and beverage sales. BC's New Car Dealers contributed \$2.9 Billion of total GDP into BC in 2017 while generating \$675 million in total revenue to all three levels of government. Our members also provide more than 30,000 family-supporting jobs for British Columbians in the 55-communities across the province in which they do business.

There are also other issues, such as cross-border trade, that have an impact on our industry. As an example, we anticipate the USMCA agreement will bring back cross-border confidence and stability. However, steel and aluminum tariffs, if not promptly resolved, will have a negative impact on the sector.

Also tied to the ongoing strength of our industry is its workforce. As baby-boomers start to leave the workforce and specifically, BC's New Car Dealers, it's estimated the BC auto sector will need at least 20,000 new hires over the next ten years to fill job openings. It's a process we need to address by providing emerging opportunities for young men and women in our industry. The Canadian Auto Dealer Association (CADA) has developed an interactive job board www.autocareerstart.com while our Association also wants young people to also know about pathways available to help them to pursue these opportunities, including CarCareerBC Education Grants. Further information about the grants and awards are highlighted here: newcardealersfoundation.ca. The deadline for 2019 applications is April 12.

It doesn't seem possible, but the 99th annual Vancouver International Auto Show is only weeks away. The 2018 edition achieved the strongest attendance in the event's 98-year history as a five-day show and organizers are hard at work to ensure the upcoming Show, running March 19 through 24, will capture the attention of car enthusiasts in the same manner. Whether you are a sports car enthusiast, or have a love of pick-up trucks, sedans, supercars, concept cars, and everything in between – there is truly something for everyone.

The 2019 event will also feature an expanded electric vehicle experience (EVE) test drives, building on a program that enjoyed a great deal of public interest and participation last year.

Association Members have opportunities to participate and get involved through exhibit space, contesting, rolling billboards and more. Contact us to get involved (Jason Heard, Executive Director: jheard@vanautoshow.ca).

Check out the website for show updates, and activations. Tickets are on sale now: www.VancouverInternationalAutoShow.com. Members also have access to special pricing and bulk ticket orders. Please contact our office for more details.

With an increasing number of awards being presented during Auto Show week (Community Driver Awards, Salespeople of the Year Awards, Green Star Awards, and Georgian College Program Graduates) the NCDA has decided to dedicate a special evening event to announce and acknowledge all award recipients – **DISTINCTION: Celebrating Excellence**. This ticketed event will include food and beverage, networking opportunities, and plenty of excitement! This inaugural event will be held at the Vancouver Convention Centre West (VCC West) the evening of Monday, March 18, 2019. Watch for details to come soon!

I look forward to working with our Board of Directors and Staff on upgrades to our communication platforms with our members and others. Likewise, I am looking forward to supporting our Association's activities and events and increasing our capabilities to support our members as they manage their businesses through increasingly challenging and demanding times.

As we move into a new calendar year I would like to extend my appreciation and best wishes to all of our staff, Board of Directors and Members – all of whom are central to making our Association as strong and effective as it is.



Blair Qualey - President & CEO
New Car Dealers Association of BC (NCDA)
Member, Canadian Automobile Dealers Association (CADA)



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Welcome

TO OUR NEW ASSOCIATE MEMBERS

Associate Members of the New Car Dealers Association of BC provide vital products and services to Dealer Members, allowing them to do business with greater cost effectiveness, environmental responsibility, and general efficiency.



AUTOPOINT is an industry leading multipoint inspection platform designed to help you meet and exceed the needs of auto dealers. This innovative suite is comprised of four service tools: Welcome Point, OnPoint, AccessPoint and RetentionPoint. Each maximize the service department's repair order management capacity, increase customer satisfaction through personalized digital communications, and streamline the customer retention process by empowering your customers to make informed purchasing decisions. AUTOPOINT is represented in Canada by Audatex, a Solera company.

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Greg Laviolette, Area Sales Director –
Western Canada, Solera Autopoint
Cell: 250-896-5480
Email: greg.laviolette@autopoint.com
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As the North America subsidiary of WashTec AG, the world market and innovation leader in car wash technology, Mark VII Equipment Inc. supplies systems for every need and requirement, from gantry car washes to conveyor tunnel systems to self-service car washes. WashTec and Mark VII have over 1,700 people in more than 70 countries that are 100% dedicated to providing maximum benefit to car wash operators and their customers. Each day WashTec/Mark VII equipment washes over two million vehicles around the world, making us the market leader in the car wash industry. Our more than 200 direct service technicians in North America are augmented by over 300 service technicians in distributor markets to keep your equipment up and running.

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Vehicle Sales Authority
of British Columbia

The VSA - Looking Forward

Loree Gray President & CEO Vehicle Sales Authority of British Columbia (VSA)

My first 6 months ...

My first impressions of the vehicle sales industry are extremely positive – it's exciting, fast paced and full of great people doing great business. I've met with salespeople, sales leaders, dealer principals and owners in 30 dealerships so far. And I've attended NCDA, ARA and RVDA meetings and conferences, plus visited ADESA auctions, to explore and learn this industry. I completed the VSA salesperson certification and the wholesale licensing courses and was totally impressed by the level of engagement from the 40+ participants.

It's a good start, but I still have lots of road to travel to help me understand the industry and the role of the VSA in contributing to this marketplace.

The vehicle sales industry continues to be in the center of enormous change – with new, disruptive selling and driving technologies, increased taxes on luxury vehicles, electric vehicle acceptance, and other changes, all having their impact. This complexity means that we need to ensure that the VSA regulatory framework and philosophy will meet any potential risks to consumers, while supporting the overall health of the marketplace.

As a result, the VSA board and leadership recently reviewed our organizational structure, leadership roles and resourcing levels to ensure we are well-positioned to face this changing environment. We asked:

- Do we have the right resources and leadership oversight in our current structure?
- Are we building internal expertise to ensure we remain flexible and effective?
- Are we listening to feedback from the industry and our staff on how we are delivering service to consumers and stakeholders?
- What changes are possible within the requirements of the provincial delegation agreement under which we operate?

We have seen steady increases over the last 5 years. Increases of 10% per year for individual licences and 2% per year for business licenses also increased the demand for education and certification activities. Consumer enquiries and the resulting investigations also increased 10% per year, adding to the volume of compliance activities performed by the VSA.

When you add in website activity, industry communications and a host of other programs and initiatives, it's easy to see why the VSA is a very busy place!

Plans for 2019

Based on the recent review, plans are underway to:

- Add a new role to our structure, Director of Compliance & Consumer Services, to create greater independence for the Registrar and to provide additional expertise for the compliance, licensing and consumer services teams
- Develop a more transparent regulatory framework and philosophy that promotes standardization in the implementation of all compliance activities
- Set, measure and meet service quality standards with adequate staffing for frontline service departments and an agency-wide commitment to service
- Establish greater in-house Information Technology resources to support the ongoing transition to digital strategies for data governance, business process automation and consumer and industry communications
- Provide an increased level of administrative support to the VSA Board of Directors and the executive team

I am thrilled to be part of this industry and leading the Vehicle Sales Authority of BC. There is much we can learn from other industries across Canada. We need to ensure we are delivering the highest standards and best practices for regulatory bodies, including continuous improvement and a modern, relevant regulatory philosophy. The VSA team is a highly engaged and capable group of people. We are looking forward to working with industry to support a healthy marketplace for consumers and dealers.



Q & A WITH SPIRE DEVELOPMENT CORPORATION

Interviewer: Blair Qualey, President of New Car Dealers Association of BC

Interviewees: Lawrence Green, President and Pete Rackow, Vice-President, Spire Development Corporation

Blair: We are most grateful to Lawrence Green and Peter Rackow, owners of Spire Development for building a state-of-the-art new office for NCD. What was your main goal as the developer of "Spire Professional Centre Langley"?

Lawrence: Since our main goal was to appeal to user requirements, NCD benefited tremendously by getting involved early during the design phase. NCD was one of the first purchasers, so there were many opportunities to tailor this development to custom fit them, everything from office size, dimensions, location within the building, corridor access, number of parking stalls, and electric car charging stations.

Blair: Tell us more about Spire.

Lawrence: Spire is a fully-integrated developer specializing in industrial, retail, office, and residential projects, from design-build to construction management to general contracting. Part of our expertise involves the construction and renovation of automotive dealerships and related facilities, including retrofits and ground-up new construction. For example, in addition to car dealerships, Spire has worked on projects for Harley Davidson and John Deere.

Blair: Tell us about those projects.

Lawrence: The Barnes Harley Davidson dealership in Langley was a passion project for us! The manufacturer's requirements were unique and creative on all aspects of the building relating to the brand. We incorporated those requirements, along with the owner's, to package everything into a cost-effective and simple solution. This project was ground-up construction that included full tenant improvement for a 25,000 SF facility with showroom, reception, sales offices, large merchandise area, waiting lounge, and service bays.

Prairie Coast Equipment, a John Deere dealer, is a satisfied client, who, ultimately, constructed five buildings with us because of our approach and execution of projects. In addition to permit acquisitions and construction of their heavy-duty equipment warehouse/shop, Spire advised the client on the land's purchase contract terms, due diligence process, facility-planning, and land subdivisions. Similar to car dealerships, Prairie Coast Equipment had manufacturer's specs to adhere to, including stringent branding requirements. We successfully tailored to them in every aspect of the process.

Blair: What were your other memorable projects?

Lawrence: Our portfolio of high-performance buildings is diverse. We have built everything from state-of-the-art carwash facilities and mini-storage buildings to meticulous residential projects.

Shine Auto Wash is a loyal customer of ours. Their first project on Gilley Avenue in Burnaby was a unique design challenge to transform a former meatpacking plant into a modern mini-storage building and a car wash facility. We worked with Shine Auto Wash again on their Coquitlam location. Designed by Besharat Friars Architects, the architecturally significant building is a fully-automated, dual-tunnel car wash that is highly visible from Highway 1. We're thrilled to be working on the third project for the same client in Richmond.

Blair: Spire is not your typical General Contractor. How will dealers benefit from Spire's unique model?

Lawrence: Unlike traditional contractors, Spire is first and foremost a developer. You, as the client, benefit from a coherent package from us – right from deal-planning, site selection, and financing advice, to the design stage, and through to the final stage of construction. We have our own portfolio of properties, so we understand, and relate to you as owners and users of real estate. We are well-versed in value-engineering, exit strategies, and dealing with long-term maintenance issues. Sharing this similarity with you makes Spire different from any other contractor or developer.

Spire can also minimize your risk by being a one-stop shop – the entire design, development, project management, and construction process is in-house. From concept to completion, we execute our clients' visions while remaining 100% transparent.

Blair: You once said, "A deal is not a deal if it doesn't benefit everyone". Can you elaborate?

Pete: Our business prospers and is based on referral and repeat business, a divergent model from most contractors. Rather than grind prices, we value-engineer to achieve the best price. It begins with treating the client's money as though it were our own. We're also tenacious to deliver what's promised and we're never satisfied until our clients are as well. That's the minimum standard at Spire.

We value a client over a lifetime, not over a single deal. We like to push the boundary by out-servicing the competitors. We consider a project successful when all the stakeholders

(the manufacturer, dealer, contractors, staff, and owners) are happy with the completed project – on-budget and on-time. A happy client is a repeat client.

Blair: What are important considerations when renovating dealerships?

Pete: We're huge believers that "Prior Planning Prevents Poor Performance". We recognize the importance of continuing to operate a business while creating a safe/comfortable environment for staff and customers. The key to doing this successfully is thorough pre-planning. As we make significant progress on the renovation, construction is phased out.

Blair: How will a well-built facility help dealerships be profitable in the long run?

Pete: The facility will experience less maintenance issues and allow for more flexibility to be upgraded in the future. Quality construction and thoughtfulness in proper design will save you lots of headaches in the long run.

While the overall budget is important, understanding what value each area brings is critical. Often, expenditures spent in areas not as visible as the retail area is a long-term investment that you do not want to skip.

We can also suggest alternate materials that conform to the manufacturer's specs. Knowing where to spend the money is key. We can help you with that.

Blair: I understand that you have a passion for cars and motorcycles. Tell us more.

Pete: Absolutely. Lawrence and I are owners of several "fun" cars and Harley motorcycles. With the relationships we have built over the years, working on dealership facilities, we have bought vehicles through people we have done business with, including Harley, Mercedes-Benz, GM, and John Deere. Each year, along with our friends and clients, we have ridden Harleys on long, memorable road trips that have taken us on routes throughout the BC Interior, as well as the States.





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UNVEILED

at the Vancouver International Auto Show
MARCH 19, 2019 | Vancouver Convention Centre West

UNVEILED is returning in 2019 to celebrate the opening night of the Vancouver International Auto Show! Dealer members, associate members, manufacturers, government, media, and friends of the New Car Dealers Association of BC are invited to mix, mingle, eat, drink...and repeat!

Opening night celebrations will be held on the second level of the Vancouver Convention Centre West. If you grow tired of the stunning views of Coal Harbour, you can take a short escalator ride to the Auto Show floor and all of its opening night action!

UNVEILED is a reception-style event. There will be plenty of food stations and libations, so bring your appetite! Each event ticket includes two drink tickets.

This is a charity event, with partial proceeds going to the New Car Dealers Foundation of BC.

EVENT INFORMATION

Date: **Tuesday, March 19, 2019**

Time: **5:00PM - 9:30PM** (the Auto Show will be open 4:00PM - 9:30pm)

Venue: **Vancouver Convention Centre West, Level 2 Ocean Foyer**

Dress Code: **Semi-formal attire**

*Celebrate the Launch of YOUR Auto Show!
Purchase Early Bird Tickets by February 28!*

TICKET INFORMATION

\$175 (Early Bird until Feb 28)

\$200 (After Feb 28)

All ticket sales are final. Ticket sales close March 4 or when sold-out!

Purchase tickets online at www.VancouverInternationalAutoShow.com
(About Us / Unveiled)

SPONSORSHIP

Opportunities are available. Contact **Corrine Wilson** at events@newcardealers.ca to discuss how your organization may become involved as an event partner or with any questions.

** Note: The Community Driver Awards, Salespeople of the Year Awards, and Green Star Awards will be presented at a different evening event this year. Watch for more information to come on **DISTINCTION: Celebrating Excellence** (March 18, 2019 at the Vancouver Convention Centre West).*

Concierge campaign boosts awareness of Auto Career Start



The Auto Career Start initiative (ACS) continues to grow and expand, with more Canadians seeking jobs through the newly revamped carsandjobs.com website. CADA also recently implemented a Concierge Program — calling 2,500 dealers nationwide to facilitate a more hands-on walkthrough of ACS, and by providing additional support when needed.

“Our data shows that most hiring managers were not aware of the ACS program,” said Astrid Mauger, CADA’s Marketing Specialist. We believe our Concierge Program will make a difference, and really it already has.” As it turns out, a large number of hiring managers that had not heard of the program were made aware during the Concierge campaign, with some now intending on signing up. This initiative also allows ACS to gain dealer feedback from hiring managers and dealerships currently using the platform.

“Since our June launch of the program, we have noticed an increase in the number of job seekers searching for employment opportunities on the Cars & Jobs website,” said Mauger. “With this increase in activity, now is an excellent time for dealers to take advantage of the program and post jobs on the site.”

Beginning in January 2019, the cost of posting a job on the carsandjobs.com site is \$25 per posting. This includes a posting on the job board and a free boost of the posting to Indeed.com, the employment-listing search engine, to ensure dealers get maximum exposure.

The carsandjobs.com site was recently refreshed and the new site offers a modern design and a more user-friendly functionality, thanks to TADA.

Further to its engagement in promoting the program among dealers, ACS also continues to take part in events across Canada, including being the 2018 Gold Sponsor of Canada Career Month in November.

ACS also entered into a partnership with the not-for-profit organization Helmet to Hardhats, which provides opportunities in Canada to those who have served in the Canadian Forces. More details on this partnership will be released in the coming months.

“We are working hard to ensure this program is a success,” said Mauger. “It has the ability to help connect dealers with Canadians interested in working in a dealership. And it has the ability to spread awareness about the automotive industry to all Canadians — and especially millennials and let them know the sector has evolved and offers some incredible opportunities.”



THE HOTTEST TICKETS IN TOWN: VANCOUVER INTERNATIONAL AUTO SHOW

COMPLIMENTARY MEMBER TICKETS

Complimentary tickets must be ordered by February 28th

Back again this year, all NCDA dealer and associate members will be entitled to receive complimentary employee tickets to the Tuesday and Wednesday (March 19 and March 20) of the show.

We encourage you to help build employee engagement and send your team off for some fun and education at the best attended consumer show in Western Canada. If you want to take it a step further and order paid tickets to give to clients or friends, you can do so at significant discounts.

Dealer Members EMPLOYEE TICKETS

Each dealership is entitled to 30 tickets for the opening day Tuesday, March 19th, presented by **RBC**, AND 30 tickets for Wednesday, March 20th, presented by **Michael Mason**. These tickets are for employee use only; this will be monitored by show management.

Associate Members EMPLOYEE TICKETS

Each associate member is entitled to 4 tickets for the opening day Tuesday, March 19th AND 4 tickets for Wednesday, March 20th. These tickets are for employee use only; this will be monitored by show management.

All tickets must be ordered by February 28th and you can find out more information, and download the request form, at **www.NewCarDealers.ca** under Member/Member Benefits or by emailing: **tickets@newcardealers.ca**.

DISCOUNTED TICKET OPTIONS:

Members of the NCDA may purchase Auto Show tickets for only \$12/ticket (a minimum order of 10 tickets is required). These tickets are valid any day of the show, and may be used for employees, family, friends, clients, or even contest prizing.

To place an order, or to find out more information, visit **www.NewCarDealers.ca** and click on Member/Member Benefits or email: **tickets@newcardealers.ca**.

Ticket orders received before February 28th will be ready to ship or pick-up beginning March 1st.

Recruiting Opportunity at the Vancouver International Auto Show!

Your Association is presenting **"Career Corner"** at the **99th Vancouver International Auto Show** (Vancouver Convention Centre West, 1055 Canada Place, Vancouver), March 19th through 24th. Within this display, the focus will be the various job and career opportunities available at BC's New Car Dealers. The Canadian Automobile Dealers Association (CADA) will also have a presence in this area through messaging around their job board, Auto Career Start.

Your Association is making limited time slots available for dealer members to participate within the **Career Corner** to promote current job openings. This display area is positioned outside the main exhibition halls, with more than 100,000 individuals passing through over the 6-days of the Show.

Participation in **Career Corner** is turnkey. This means that we will have the booth set-up (backwall and tables), there is no fee to participate, and all we ask of you is to send 1 or more representatives (perhaps from your HR department). You are welcome to bring your own printed materials and/or retractable banners. Opportunities are available on a first come basis as outlined below:

Tues, Mar 19	Weds, Mar 20	Thurs, Mar 21	Fri, Mar 22	Sat, Mar 23	Sun, Mar 24
	10:00AM-4PM	Noon-4PM	Noon-4PM	Noon-4PM	10AM-2PM
4PM-9:00PM	4PM-9:00PM	4PM-9:00PM	4PM-9:00PM	4PM-9:00PM	2PM-5:00PM

Interested in joining us? Simply email Corrine Wilson at events@newcardealers.ca and include:

- your company name, website, and point of contact
- your available (or preferred) dates and times to staff the exhibitor booth

Additional notes:

- Banner sizes can be no larger than 3'-4' in width
- Electrical and WiFi is available for a fee
- Podium/desk space is only large enough to hold a laptop
- No TVs or other digital displays are available for use
- Recommended: looped presentations, videos, company websites on your laptop/tablet

Booking will remain open until all spots are filled or until March 15th.



INTERESTED IN JOINING US?



2019 Nominations now being accepted!

Criteria & Application:

Community Driver Award recipients will exemplify business strength and community excellence - with a significant focus on making a tangible contribution to the growth and livability of their community or region.

Awards will be presented to dealer principals who will be judged on a simple nomination form detailing their community involvement and the benefit to the local community. Nominations may come from individual dealerships nominating themselves, or from third-party individuals or organizations nominating the dealership.

The award will be for the dealership as a whole, recognizing contributions of the entire team, presented to the dealer principal(s).

Application Process:

- Nominations Now Open!
- Application Deadline: February 7, 2019
- Applications can be submitted through mail, fax, or email. Applications are collected by NCDA.
- Winners announced: March 18, 2019
- Awards presented: March 18, 2019 at the Vancouver International Auto Show NCDA Awards Event

Submit a Nomination!

- Download a nomination form online at www.newcardealers.ca (click on Awards/Community Driver Awards), or contact Corrine Wilson at events@newcardealers.ca

Awards Presentation:

Award recipients will be notified in advance of the award presentation in an effort to allow them time to schedule travel to Vancouver for the Auto Show Gala.

Questions: Contact Corrine Wilson at events@newcardealers.ca

Past Recipients:

2018 Award Winners

- **Fraser Valley Region:** Applewood Auto Group
- **Kootenays Region:** Kicking Horse Ford Sales
- **Metro Vancouver Region:** Westwood Honda
- **Northern BC Region:** Glacier Toyota
- **Okanagan/Interior Region:** Kelowna Kia
- **Vancouver Island Region:** Island Ford Superstore

2017 Award Winners

- **Fraser Valley Region:** Wolfe Auto Group
- **Kootenay Region:** Subaru of Cranbrook
- **Metro Vancouver Region:** Cowell Auto Group
- **Northern BC Region:** MacCarthy Motors (Terrace) Ltd.
- **Okanagan/Interior Region:** Kelowna Hyundai
- **Vancouver Island Region:** Steve Marshall Auto Group

Visit www.newcardealers.ca to view award winners from 2014, 2015, and 2016.

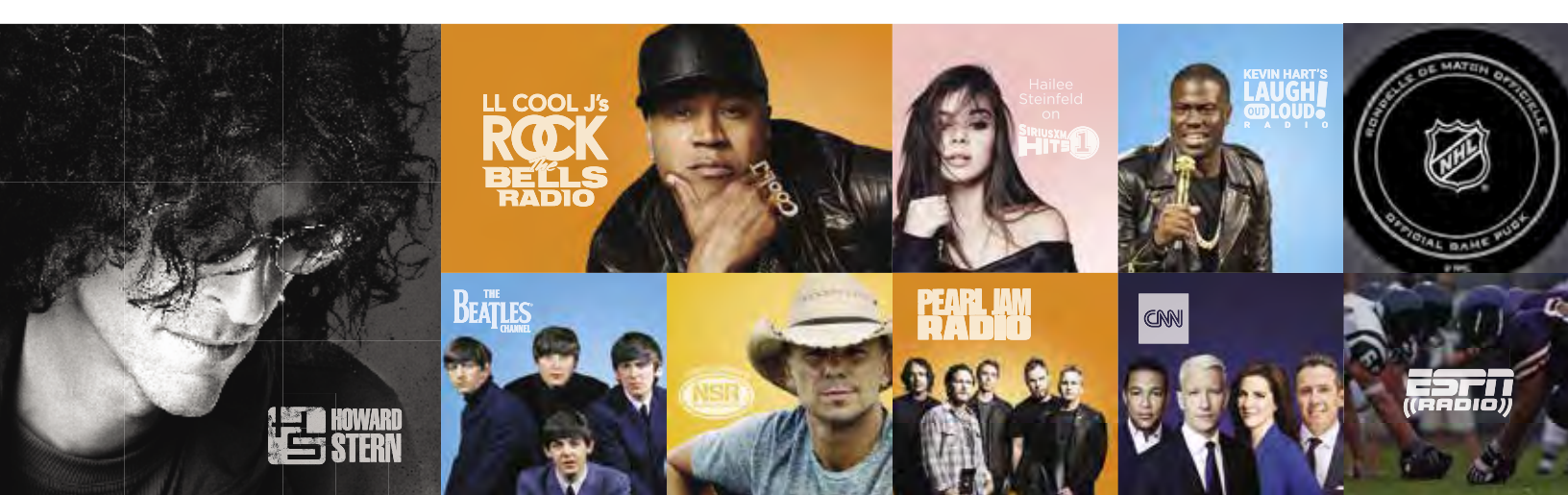
The Community Driver Awards are awarded on an annual basis to one New Car Dealer in each of six (6) BC regions who have shown tremendous community excellence over the past year, or over many years.

These awards recognize the outstanding community involvement and achievement of member New Car Dealers throughout British Columbia.

Each year there are six total awards - one per region of the province:

- Northern BC
- Okanagan/Interior
- Kootenays
- Vancouver Island
- Fraser Valley
- Metro Vancouver





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NCDA APPLAUDS COMMITMENTS TO CEVforBC™ AND EXPANSION OF CHARGING NETWORK

Michelle Mungall, Ministry of Energy, Mines, and Petroleum Resources with NCDA President & CEO Blair Qualey



CEV for BC™
Clean Energy Vehicles for British Columbia



Late in 2018, the provincial government announced its Climate Plan, and not surprisingly, transportation was a key component.

There are two aspects in particular that are welcome news, and will help ensure greater adoption of electric vehicles (EVs) among BC consumers:

\$20 million in funding for the CEVforBC™ Program, along with a commitment to review the Program with a view to expanding it over time

A commitment to expand the size of the province's fast-charger network to 151-sites

New Car Dealers believe affordability is an important factor in transitioning drivers to electric vehicles - and incentive programs play a critical role in that process. Over the past three and a half years, more than 9,000 EV purchase incentives have been approved through the CEVforBC™ demonstrating the extent to which British Columbians will choose EVs as an automotive option.

Access to a comprehensive charging network is also a vital consideration in the move to greater EV adoption in this province. One of the most common factors consumers raise in considering the move to an electric vehicle, is range anxiety and the extent to which they can access a reliable, comprehensive charging network. In the Interior and North, this is a particular concern.

BC's New Car Dealers already play a significant role in moving British Columbians to clean energy vehicles and we want to continue doing so with government, in a manner that is based on a thoughtful, fact-based and detailed strategy.

Special Olympics

Snapshot

Provincial Winter Games on the road to Greater Vernon

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 4,800 athletes with intellectual disabilities around the province.

From February 21 to 23, 2019, more than 800 athletes with intellectual disabilities will take centre stage at the 2019 Special Olympics BC Winter Games in Greater Vernon. Here, they will compete with determination and pride, showing that they are able to succeed – and to inspire.

For Special Olympics BC athletes like Vernon's Justin Chippendale, this will be their first experience of traveling with a team and feeling the joy of athletic competition.

A dedicated snowshoeing competitor, 23-year-old Justin says his happiest times are when he is "racing hard" and "giving my absolute best" out on the racecourse. He was thrilled to be selected for his first Provincial Games, which will take place in his hometown.

"I was super excited and happy when I found out that I got chosen!" he said.

In Greater Vernon, athletes will not only aim for personal bests and a spot on Team BC for the 2020 Special Olympics Canada Winter Games, they will develop important skills, self-confidence, and friendships. For athletes like Justin, being part of Provincial Games is an empowering and often life-changing experience.

"The best part about Special Olympics is that it's not about winning or losing, it's about putting in your best effort and trying," he says.

The support of sponsors is vital to making these experiences possible Special Olympics BC athletes. There are many ways for New Car Dealers to get directly involved with the 2019 SOBC Games, both as sponsors and as a rewarding volunteer opportunity.

Supporters can help athletes in their community get to the Games by making a donation of \$500 to Draft an Athlete, which covers the costs for a local Special Olympics BC athlete going to Provincial Games. To donate securely online, please go to bit.do/sobcwintergames2019

If you would like to experience the Games first-hand, the 2019 Special Olympics BC Winter Games needs approximately 1,000 people to help bring the event to life, contributing everything from sport roles to food service support. Dealers and staff are invited to volunteer with the Games and feel the impact of their ongoing support in action.

Learn more about the 2019 SOBC Winter Games: <http://sobcgamesvernon.ca>

To get involved, please contact Christina Hadley by phone at 604-737-3073 (direct) / 1-888-854-2276 (toll-free) or by e-mail at chadley@specialolympics.bc.ca.



Special Olympics BC – Vernon athlete Justin Chippendale is excited to experience his first Provincial Games in his hometown in February

New Car Dealers Foundation/Special Olympics Online Auction returns!

AUCTION DATES

Deadline for items to appear in the catalogue: **April 12**
Auction opens for bidding: **May 3**
Auction closes: **May 9**



The *2019 New Car Dealers Foundation of BC / Special Olympics Auction* is coming soon! This long-standing and highly successful fundraiser makes a difference by supporting the work of Special Olympics BC and the New Car Dealers Foundation. You can help by donating or soliciting auction items, by making cash pledges, and by bidding on auction items.

B.C.'s New Car Dealers have been helping Special Olympics BC change lives through the power of sport for 35 years. The 2018 auction saw Dealers and supporters generously donate the greatest number of items yet to raise funds for Special Olympics and the work of the New Car Dealers Foundation. The 2018 auction raised \$182,000, bringing the three-decade total to more than \$4.9 million.

The highly successful annual auction is powered by a dedicated committee comprised of volunteer members working with Special Olympics BC and New Car Dealers Foundation staff. The volunteer members have given countless hours to the auction to support the charities. They generously seek out auction items, encourage bidding, and provide strong guidance and insights that have made the event succeed and grow over the years.

The valued auction committee members are:

- Manse Binkley, Harmony Honda and Harmony Acura
- Doug Bower, Postmedia Network Inc.
- Marnie Carter, Carter Auto Family
- John Chesman
- Christina Hadley, Special Olympics BC
- Heather Headley, Pacific Honda
- Dan Howe, Special Olympics BC
- Pamela Keith, Dueck Auto Group
- Joe Mitchell, Carter Auto Family
- Christie Morning-Smith, New Car Dealers Foundation
- Blair Qualey, New Car Dealers Association of BC

The longtime annual auction is open to New Car Dealers members, and your generous bids in support of Special Olympics and the New Car Dealers Foundation are sincerely appreciated. Auction items are solicited and donated by New Car Dealers from communities throughout British Columbia – from Northern B.C. to Greater Vancouver, from Vancouver Island to the Kootenay-Rockies.

SOBC is so grateful for the ongoing support of the New Car Dealers who make the auction happen and who bid for the betterment of the charities.

Growth can continue this year with your support in any of a variety of ways:

- Please consider making a cash donation – a tax receipt will be issued.
- Talk to your local contacts – companies you do business with, restaurants, golf courses, hotels, and beyond – to request donations of auction items that will inspire plenty of bidding. Wine and wine packages have great appeal, so please consider approaching wineries in your area for contributions.
- Turn your unused points into auction items – gift certificates usually go for face value, generating much-needed funds along with the above.
- Bid on the many amazing items in the auction!

Our sincere thanks to everyone who has helped the auction make a significant difference for SOBC and the Foundation, and everyone supported by our programs.

For more information on the auction, contact *Christina Hadley* at chadley@specialolympics.bc.ca

Prepping for PIPEDA: Changes are here

Introduction

Changes to the federal legislation that governs how organizations handle personal information (the Personal Information Protection and Electronic Documents Act, or “PIPEDA”) are about to come into force. These changes, enforceable November 1, 2018, will require organizations to notify individuals, and report to the Office of the Privacy Commissioner of Canada (the “POC”), about certain classes of data breaches that pose a “real risk of significant harm” to the affected individuals.

Application

British Columbia does have its own version of PIPEDA: the British Columbia Personal Information Protection Act (“PIPA”), which governs how private sector organizations collect, use and disclose personal information in the course of commercial business within British Columbia. Likewise, a number of provinces have their own, similar, legislation to address personal information and privacy matters.

BC’s PIPA has been deemed “substantially similar” to the federal PIPEDA and, as a result, BC organizations that are subject to the provincial legislation are exempt from PIPEDA, with respect to the collection, use or disclosure of personal information occurring within British Columbia. As a result, you may be wondering why changes to the federal PIPEDA are newsworthy.

PIPEDA continues to apply to the collection, use or disclosure of personal information in provinces without “substantially similar” legislation. These provinces are: (i) Yukon; (ii) Saskatchewan; (iii) Manitoba; (iv) Prince Edward Island; (v) Northwest Territories; and (vi) Nunavut.

If you have business operations in any of the above provinces, the new PIPEDA private-sector data breach reporting regulations apply to you. Further, British Columbia’s PIPA will almost certainly be amended in the future to reflect PIPEDA in order to maintain its “substantially similar” status. Given upcoming changes and in particular, in the jurisdictions noted above, it is worth considering whether your organization has operations outside of British Columbia.

PIPEDA Breach Notification Regulations

As of November 1, 2018, organizations subject to PIPEDA will be required to:

- report to the POC “breaches of security safeguards” involving personal information that pose a “real risk of significant harm” to individuals;
- notify the affected individual(s) about those breaches; and
- keep records of all breaches.

Organizations that knowingly violate these requirements may face fines of up to \$100,000.00, per violation.

Breaches of Security Safeguards

A “breach of security safeguards” is defined in PIPEDA as the loss of, unauthorized access to or unauthorized disclosure of personal information resulting from a breach of an organization’s security safeguards (the security safeguards are referred to in clause 4.7 of Schedule 1 of PIPEDA) or from a failure to establish those safeguards.

Real Risk of Significant Harm

Significant harm includes bodily harm, humiliation, damage to reputation or relationships, loss of employment, business or professional opportunities, financial loss, identity theft, negative effects on a credit record and damage to or loss of property.

The “real risk” of significant harm must be determined on a case-by-case

basis. Factors to consider include the sensitivity of the personal information involved and the probability that the personal information has been, is or will be misused.

Some information is almost always sensitive (such as medical and income records), but any information can be sensitive when viewed in a given context. As a result, it is important to examine the personal information released, as well as the circumstances, such as the harms that could occur to an affected individual.

When considering the probability of misuse, the POC suggests considering, in part, the following questions:

- What happened and how likely is it that someone would be harmed by the breach?
- Who actually accessed or could have accessed the personal information?
- How long has the personal information been exposed?
- Is there evidence of malicious intent (e.g., theft, hacking)?
- Were a number of pieces of personal information breached, thus raising the risk of misuse?
- Is the personal information in the hands of an individual/entity that represents a reputation risk to the individual(s) in and of itself? (e.g. an ex-spouse or a boss depending on specific circumstances)
- Was the information exposed to limited/known entities who have committed to destroy and not disclose the data?
- Was the information exposed to individuals/entities who have a low likelihood of sharing the information in a way that would cause harm? (e.g. in the case of an accidental disclosure to unintended recipients)
- Was the information exposed to individuals/entities who are unknown, or to a large number of individuals, where certain individuals might use or share the information in a way that would cause harm?
- Is the information known to be exposed to entities/individuals who are likely to attempt to cause harm with it (e.g. information thieves)?
- Has harm materialized (demonstration of misuse)?
- Was the information lost, inappropriately accessed or stolen?
- Has the personal information been recovered?
- Is the personal information adequately encrypted, anonymized or otherwise not easily accessible?

The Reporting Process

Organizations that experience breaches of security safeguards, involving personal information that pose a real risk of significant harm to individuals, must use the PIPEDA breach report form, which can be found on the OPC website at the bottom of the following page: https://www.priv.gc.ca/en/about-the-opc/what-we-do/consultations/consultation-pb/gd_pb_201809/.

Record Keeping

As noted above, your organization must maintain a record of every breach of personal information under its control, whether there is a real risk of significant harm or not. At minimum, a record should include: (i) the date or estimated date of the breach; (ii) a general description of the circumstances of the breach; (iii) the nature of the information involved in the breach; (iv) whether or not the breach was reported to the POC and/or the individual(s) involved were notified; and (v) if the breach was not determined to pose a

“real risk of significant harm” and was not reported to the POC and/or the individuals involved, a brief explanation of why this conclusion was reached.

Your records of breaches should be kept for at least two years and do not need to include personal details unless they are necessary to explain the nature and sensitivity of the personal information breach.

Notifying the Affected Individuals

If you determine that a breach poses a real risk of significant harm to an individual(s), your organization must directly notify the affected individual(s) as soon as possible. This can be accomplished by telephone, mail, email or in person.

The notification must enable the individual to fully understand the significance of the breach and to plan accordingly, in order to mitigate the harm that could result from the breach. The PIPEDA Regulations require that the following information be included in the notification: (i) a description of the circumstances of the breach; (ii) the day on which, or period during which, the breach occurred or, if neither is known, the approximate period; (iii) a description of the personal information that is the subject of the breach to the extent that the information is known; (iv) a description of the steps that the organization has taken to reduce the risk of harm that could result from the breach; (v) a description of the steps that affected individuals could take to reduce the risk of harm that could result from the breach or to mitigate that harm; and (vi) contact information that the affected individual can use to obtain further information about the breach.

There are limited circumstances when notification to the affected individual(s) need not be direct. These are when: (i) direct notification would be likely to cause further harm to the affected individual; (ii) direct notification would be likely to cause undue hardship for the organization; or (iii) the organization does not have contact information for the affected individual.

It would be prudent to carefully consider whether a public notification would cause further harm to the affected individuals.

Indirect notification is usually given by a public communication, such as public announcements or advertisements, as long as it could reasonably be expected to reach the affected individuals.

Notification to Organizations

The duty to notify does not end with affected individuals. In many scenarios, it is possible that other organizations can help mitigate the risk of harm that could result from the breach. For example, notifying the police when there has been a cyber-attack, or notifying

financial institutions when banking information is breached, can help to reduce the risk of serious harm occurring. As a result, organizations are also required to notify third parties when they are likely to mitigate the risk of harms.

Conclusion

With the upcoming legislative changes fast approaching, your organization should consider amending its internal private information policies to account for the new breach notification requirements, even if its operations are solely within British Columbia. A proactive approach involving staff training and a breach response plan, now, will enable your organization to meet its reporting and notice obligations, whether they apply on November 1 through PIPEDA, or at a future date through PIDA.

By:

*Michael Williams, Associate,
Matthew Wansink, Associate and
Katrina Yaworsky, Associate*

Contact us at: 604.684.0727 | www.shk.ca



A full-page advertisement for Canadian Linen FLEXFIT. It features a man in a red short-sleeved button-down shirt and dark pants, striking a dynamic pose with one hand raised. The background is a solid light grey. Overlaid on the image is the text "BUILT TO OUTLAST EVERY SHIFT." in large, bold, white capital letters. Below this, "Canadian Linen FLEXFIT" is written in a smaller font, with "FLEXFIT" in red. At the bottom, the website "CANADIANLINEN.COM" and phone number "1.855.326.0940" are listed, followed by a copyright notice: "©2018 Canadian Linen Inc. All rights reserved."



Blair Qualey, President & CEO, New Car Dealers Association of BC, attends the Donor Appreciation Dinner in Terrace on November 29th.

New Car Dealers Foundation of BC and Terrace Auto Dealers Association Establish New Awards Program at Coast Mountain College

The Terrace Auto Dealers and New Car Dealers Foundation of BC have worked with Coast Mountain College on developing several new awards, to begin in 2019. The Terrace Auto Dealers and the New Car Dealers Foundation of BC are each contributing equally to the awards.

These new awards will support students enrolled in Trades Foundations, Trades Apprentice, and Business programs at Coast Mountain College, who are planning to pursue further education in the Automotive program, and meet the outlined criteria.

The Terrace Auto Dealers Association & New Car Dealers Foundation of BC Awards:

Automotive Foundations
4 awards @ \$1,500 each

Automotive Apprentice Levels 2, 3, or 4
2 awards @ \$1,000 each

1st Year Business Certificate or 2nd Year Business Diploma
2 awards @ \$1,000 each

Matching Funds

Coast Mountain College Foundation is matching 100% of the annual contribution. The total matching funds in the partnership between New Car Dealers Foundation of BC and CMTN Foundation will be endowed, and revenue from the endowment will be used to disburse an additional award.

As with awards established at other post-secondary schools, Coast Mountain College will collect and review applications. We look forward to sharing photos of future award recipients!


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A VEHICLE TO RECONCILIATION

By Blair Qualey, President and CEO

In my position with the New Car Dealers, I travel the province frequently and meet with many people on a host of industry and automotive-related issues. During a recent trip to Terrace, I had an opportunity to spend time with Lucy Sager to hear about what she describes as the best “accidental project” of her life. It’s such a special story, I feel the need to share it with readers.

Let me explain.

As someone who has spent much of her life in the Northwest and has had direct involvement in the resource industry, Lucy has been witness to a disturbing trend. Although increasing investment opportunities, including LNG are making their way to the region, there is a barrier to many indigenous people gaining employment – a valid driver’s license. It’s required to travel to and from work which in many cases may be a remote or isolated community – and it’s also a requirement of working on a job site.

For many this may seem like an issue that is inconsequential, so I will try and put this in perspective.

In some indigenous communities, as few as five per cent of the population have a valid driver’s license and in many the number is less than 50 per cent.

Instead of bemoaning the situation, Lucy explored the prospect of bringing in driving instructors from elsewhere, but that was cost prohibitive – so instead, she started the process of developing what is today the All Nations Driving Academy.

Word began to spread. The Haisla Nation called and has now established its own driver training program. Other Indigenous communities also started calling – and in January, some 21 Indigenous communities along Highway 16 will be engaged in Driver Training programming and understanding next steps in operating their own schools. To be clear, Lucy is not selling franchises. She is passing on her knowledge and development model that allows indigenous communities to train themselves.

What began as a venture to help give people a tool they will need for employment, has become something much bigger. As Lucy tells it, “I realized something very special was happening. I started to see on their faces, how important this initiative was. In some cases, this is the most fulfilling thing they have accomplished – and it’s not just young people. We have experienced people in their 40’s and 50’s who have never driven themselves off of the reserve and now they are doing so for the first time.”

“In a remote or isolated community, having a valid driver’s license is essential to accessing food, proper nutrition for your child, seeing a doctor. It’s also vital in an emergency, fleeing an abusive relationship or having an alternative to hitchhiking on a dangerous stretch of highway.”

“In your heart you can’t help but ask how did we miss this? At the same time, it’s like we have handed individuals the key to freedom that we are all meant to have. It can’t help but touch you and in some ways I hope it is part of a healing process.”

After spending time with Lucy, and hearing from some of those who have been personally touched by the “project” spearheaded by her, I can’t help but imagine the prospects and potential impact, if applied on a broader level.



Blair Qualey, President & CEO, New Car Dealers Association of BC, meets with Lucy Sager



Lucy Sager and Darren Bolton



CONGRATULATIONS TO THE 2018 CAR CAREER BC AWARD RECIPIENTS!!



CarCareerBC Education Grants

Your Foundation is proud to support students in BC!

In 2018, the New Car Dealers Foundation of BC **awarded over \$40,000** in education grants to students pursuing careers in the automotive industry. Grants are provided as tuition credit or towards the purchase of new tools (grant funding is made to the post-secondary school with restricted use for tuition, or to an approved tool supplier).

The Foundation awards CarCareerBC education grants to eligible students in BC who wish to pursue post-secondary education or training leading to a career in the automotive industry. This may include but is not limited to: service or repair training, business degree, marketing diploma etc. CarCareerBC grants provide financial support towards the cost of tuition and tools for recipients enrolled in applicable apprenticeship, training or education.

2019 Applications Now Open!

Please share this award opportunity with staff, friends and family! Visit www.newcardealersfoundation.ca for information on the 2019 CarCareerBC Education Grant, including an online application form. All 2019 applications must be submitted on or before April 12, 2019. Note: Applicants must be attending post-secondary school in the 2019-2020 school year.

Blair Qualey, President and CEO, NCDA; Arvir Kainth, Student Award Winner; Brett D'Ambrosie, General Manager, Auto West BMW





Bart Pon, New Car Manager, MSA Ford; Matthew Veenbaas, Award Recipient; Blair Qualey, President & CEO, NCDA



Blair Qualey, President and CEO, NCDA; Aaron Gangar, Student Award Winner; Mark Chambers, Service Manager, White Rock Honda



Blair Qualey, President and CEO, NCDA; Brenden Jones, Student Award Winner; Scott Jones, Dealer Principal, West Coast Auto Group



John Pollen, Dealer Principal, Pacific Mazda, and Maria Brooker, Student Award Winner



Blair Qualey, President and CEO, NCDA; Ta'iana Watt Madu, Student Award Winner; Leslie Grover, Customer Relations Manager, Brian Jessel BMW



Mark Chambers, Service Manager, Open Road Honda; Ryan Donnelly, Student Award Winner; Blair Qualey, President and CEO, NCDA



Ryan Jones, Director, New Car Dealers Foundation of BC; Taylore Jones, Award Recipient; Scott Jones, Dealer Principal, West Coast Auto Group

Who's Who at the NCDA

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New Car Dealers Foundation of BC



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The NCDA is a proud member of the Canadian Automobile Dealers Association (CADA). CADA is the national association for franchised automobile and truck dealerships that sell new cars and trucks.
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The Vancouver International Auto Show (VIAS) is Western Canada's best attended consumer show, and one of its premier automotive exhibition events. VIAS is owned and operated by the New Car Dealers Association of BC and set a new attendance record for 2018, at more than 120,000 attendees. The 2019 VIAS returns March 19-24 at the Vancouver Convention Centre. Learn more:
www.VancouverInternationalAutoShow.com

CEV for BC™

Clean Energy Vehicles for British Columbia

The Clean Energy Vehicle for BC (CEVforBC™) Point of Sale Incentive Program is administered on behalf of the Province of BC by the New Car Dealers Association of BC. CEVforBC™ provides purchase incentives for plug-in hybrid and electric vehicles to BC residents. www.cevforbc.ca



BC Scrap-It is a voluntary early retirement vehicle program that provides incentives to help British Columbians replace higher polluting vehicles with cleaner forms of transportation. www.scrapit.ca

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TradeRev is a revolutionary vehicle appraisal and auctioning system designed to be as mobile as business's need. It gives Sellers the power to launch live, one-hour, real-time auctions from the palm of their hands. Buyers can also enjoy full end-to-end service from anywhere. With Mobile Checkout, instant bids and more, TradeRev helps dealerships sell more new cars by getting your customer the trade value they want. Learn more at: www.traderev.com/en-ca

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CEV for BC™

Clean Energy Vehicles for British Columbia



Vehicle incentives for eligible clean energy vehicles (CEV)

are available to British Columbia residents, businesses, non-profit organizations and local government organizations.

BC residents may apply for up to \$6,000 in clean energy vehicle incentives through local NCDA dealership members that sell or lease qualifying new vehicles.

TYPES OF CLEAN ENERGY VEHICLES



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Fuel Cell



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Learn More About Qualifying Vehicles Here:

WWW.CEVFORBC.CA

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AMC Insurance	John Gough	kgough@amcinsurance.ca	(604) 547-0179	http://www.amcinsurance.ca
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BCIT - School of Transportation	Mubasher Faruki	mubasher_faruki@bcit.ca	(604) 432-8759	http://www.bcit.ca/transportation
BMO - Bank of Montreal	Bradley Warren	bradleywarren@bmo.com	(604) 665-7064	http://www.bmo.com
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Canadian Black Book	Richard Phillips	rphillips@canadianblackbook.com	(905) 477-0343	http://www.canadianblackbook.com
Canadian Linen	Craig Sherlock	craig.sherlock@canadianlinen.com	(604) 375-0824	http://www.canadianlinen.com
CarGurus	Lexi Lipton	alipton@cargurus.com	(617) 315-1137	https://ca.cargurus.com/
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