



2020 Associate Membership Program

Membership Benefiting You!

*Connect with more than 390 new car and truck
franchised dealerships in British Columbia.*

Summer 2020



As we share this updated Associate Membership Benefits package with the NCD, the global COVID-19 pandemic continues to change so much of what we used to call 'normal' in our lives and in our businesses. Although BC has been fortunate to have some of the lowest known virus infection statistics in North America, the necessary measures to save lives came with a significant cost to our economy.

Throughout this unprecedented crisis, the NCD, in cooperation with our national association, worked to support dealers and assist them with everything from advocacy with government on key supports and subsidies for dealerships, employment, labour and insurance issues, liquidity challenges, and implementing proper health and safety protocols in accordance with WorkSafeBC in their dealerships.

From the beginning of the pandemic in BC, the NCD began a daily bulletin update to dealers that reduced the firehose of information coming out to that of a garden hose, so that dealers and their executives could more easily manage and access the important information they needed. We shared the best resources and practices that we could find so each member could develop a COVID-19 health and safety plan to protect their customers and their employees and have full infection prevention and control precautions in place. The NCD's COVID-19 Safety Protocol Toolkit not only passed the approval of WorkSafeBC, but was requested for use by NADA in the U.S. in preparing a health and safety guide for their dealer members south of the border.

We have heard from Dealers that they greatly appreciate the efforts made by the NCD—members have made unprecedented use of our e-news, website (COVID-19 Resource Dashboard) and SIGNALS magazine. The NCD's digital communication platform over the past two months has seen an average of:

■ 30%+ open rates

■ 5%+ click rates

From Reporting on ConstantContact*

Reporting from Google Analytics: over 1,000 page views on the NCD's [COVID-19 Resource Dashboard](#) page with Suppliers Corner.

We invite you to join the NCD as an Associate member and avail your organization of the tremendous opportunity to reach BC's franchised New Car Dealers, as we all work to rebuild our businesses and our economy. Please let us know how we can help and we look forward to working with you.

Sincerely,

Blair Qualey

President and CEO, New Car Dealers Association of BC

COVID-19

IMPORTANT UPDATES FOR NCD MEMBERS

May 26, 2020

Hello Harv,

Please find today's bulletin for BC's New Car Dealer Members, in response to COVID-19.

If you have specific questions on topics related to your business, please ask us and we'll endeavor to provide you with the information in a following bulletin. If you'd like your questions featured in the bulletin, **please send them to us!**

Here's today's updates, current as of 5:30 PM PDT:

- **Member FAQs**
- **Helpful Links & Resources**
 - Signals magazine - Summer Issue - Advertising space is **still available**
 - **OFFER from Adesa** for BC's New Car Dealers
- **Member Dashboard - COVID-19 Resources**
- **COVID-19 Health Updates**
 - Prime Minister Trudeau/Government of Canada
 - BC Public Health - test positive cases in BC announced today: **11**.

The NCD's office is temporarily closed, however, staff are working regular hours remotely and providing member services. We are monitoring emails and phone calls, so should you have any questions, please don't hesitate to contact us anytime at info@newcardealers.ca / 604.214.9964.

NCD Member Benefit

Coronavirus Questions & Answers

NCD MEMBER BENEFITS

Webinar FAQ on Dealer Assistance

An FAQ document and webinar on government assistance for BC's New Car Dealers is available. Looking for a copy? Please [visit here](#).

Other Dealer Assistance Resources

- Canada Emergency Wage Subsidy Resources - CEWS Phone line: 1-833-966-2099.
- CRA resources [link](#).
- FAQ resources [here](#).

Helpful Links and Resources for Members

BC's New Car Dealers: An Essential Service

Recommended Service and Sales Safety Protocols
In Response to the COVID-19 Pandemic

Version 2.0 | Updated May 2020

*Industry average is: 19% (Open Rate) and 6% (Click Rate)

Associate Members play a vital part in helping the New Car Dealers Association of BC (NCDA) achieve its vision. Each of our Associate Members provide vital products or services to Dealer Members, which allow them to do business with greater cost effectiveness, environmental responsibility, or general efficiency. With your involvement and support, we are stronger in our efforts to ensure a vibrant retail automotive market place and a prosperous dealer network.

In recognition of the contribution made by Associate Members, you are afforded unique access to member dealers. Here's a variety of benefits you'll receive:

Communicating Matters

The NCDA offers Associate Members a weekly "News for New Car Dealers" e-newsletter, a quarterly copy of *Signals* magazine, and NCDA's Annual Year in Review.

Signals

Four editions per year with print and digital copies distributed to 1,600+ readers, including key decision makers and management at dealerships throughout BC, as well as elected government officials (BC federal, provincial and municipal), and industry partners. Take out a full page display ad or ad insert for great exposure for your business! Advertising rates are available. Book yours today.

Website Display Ads

Display your company's ad on the homepage of the NCDA website, visited by dealership members and their staff across BC. Rates available upon request.

Year in Review

NCDA's annual overview of highlights and significant activities undertaken on behalf of Dealer and Associate Members in the province of BC.

Flagship Publications

Our publications highlight current issues, providing advice and advocacy updates for franchised new car and truck retailers in BC and are sent to all NCDA Members.

- Upon joining, new Associate Members are provided announcement space in the "News for New Car Dealers" e-newsletter as well as *Signals* with up to a 100-word company description and overview of services, with an image.
- Preferred advertising rates for Associate Members in "News for New Car Dealers" and *Signals*. Please see Rate Card for space deadlines and print specifications.

New Opportunities to Connect with BC's New Car Dealers

- Engage with BC's New Car Dealers and gain exposure for your brand through the NCDA's e-bulletins. Digital display advertising is available with preferred pricing for members.
- Opportunities to share content on specific subjects in partnership with the NCDA and dealership members through webinar and video conferencing formats.
- Customized options are available depending on budgets. Please contact us to learn more.





NCDCA Events and Networking Opportunities

Events are planned and delivered to NCDCA members throughout the year. Associates receive event notifications and invitations, providing opportunities to network with Dealership Members.

Events include, but are not limited to:

- Auto Show Industry Gala, 'Unveiled'
- Vancouver International Auto Show
- Annual Auto Industry Conference
- Annual Chairman's Tour
- Opportunities to connect on NCDCA's social media platforms including the Vancouver International Auto Show

Associate Members receive **preferred rates** and pricing on event registration and sponsorship.

KEY BENEFIT!

Access to Dealer Members


Associate Membership provides the opportunity to network with over 390 of British Columbia's new car and truck Dealership Members. Many of our Dealership Members do significant business with Associate Members, and though membership is not a guarantee of business, it certainly opens the doors!

Associate Members are provided a print copy of the Dealer Membership Roster with updated lists available on request.

- Associate Members are listed in the Associate Roster in each edition of *Signals*
- Opportunities to be referred to Dealer Members for services offered


Western Canada's Auto Dealers are making their way to Banff.

Join us September 21–23, 2019 at Fairmont Banff Springs, Alberta



The Alberta, BC and Saskatchewan Associations are joining together for this must-attend industry event! Expect top-rated speaker sessions, networking and social functions, and sponsorship opportunities.

WHO SHOULD ATTEND?
Dealer principals/owners, general managers, senior dealership managers and directors, sales leadership, internet sales managers, business development managers, F&I directors, fixed-up directors, key dealership leaders, advertising and marketing consultants, controllers, and other key decision makers.

 **Western Canadian Dealer Summit**
Sept. 22–23, 2019 • Banff, Alberta

More information and registration is available now at westerndealer summit.com



Your Support Makes a Difference!

Join us today and support BC's
New Car Dealers' industry association.



About the NCDA

The NCDA is the provincial industry association that represents more than 390 new car dealers throughout British Columbia.

Members of the Association directly employ over 30,000 British Columbians and are responsible for more than \$16 Billion of retail sales in the province and pump over \$2.9 Billion in GDP into the provincial economy. The Association speaks on behalf of the retail new automotive industry to the public, media, and government, and deals primarily with the legal, environmental, and consumer issues relating to new vehicle sales in BC.

Associate Members are encouraged to use the NCDA logo on their business cards, websites, and marketing materials in their dealings with NCDA Dealership Members. Logo and Brand Standards Guides are provided to new Associate Members, once approved in good standing.



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.

OUR MISSION

To promote and advance the best interests of BC's franchised new car dealers.

BC's New Car Dealers: Driving Local Economies

\$675 MILLION

ANNUALLY IN TAX REVENUES TO GVTS.

\$16.9 BILLION

IN BC PROVINCIAL AUTOMOTIVE SALES

UP TO 20K JOBS IN THE NEXT DECADE

OVER 30,000 FAMILY SUPPORTING BC JOBS ARE SUPPORTED BY NCDA MEMBERS. THAT'S UP 22% SINCE 2010.

All data from Economic BC Dealership Impact Study by MNP, 2018

Our Other NCDA Affiliates



CleanBC - Go Electric

The CEVforBC Program (Clean Energy Vehicle Point-of-Sale Purchase Incentive Program), part of CleanBC - Go Electric, is administered on behalf of the Province of BC by the NCDA, and is only available to members of the NCDA.

The CEVforBC Program is only available to members of the NCDA. Renewed by the province in March 2015, the program includes point-of-sale incentives for plug-in hybrid electric, battery electric, and fuel cell vehicles. BC residents, businesses, non-profit organizations, and local government organizations who purchase or lease qualifying new vehicles are eligible for up to \$3,000 off the after-tax sticker price for qualifying new battery electric, longer range plug-in hybrid, and fuel cell vehicles, and up to \$1,500 off for shorter range plug-in hybrid electric vehicles. Incentives for eligible vehicles were made available on April 1, 2015, running until funds are exhausted.

More than 30,000 clean energy vehicles are on the road in BC through the Program and more than \$115 Million in purchase incentives have been provided. goelectricbc.gov.bc.ca



Vancouver International Auto Show

VIAS is British Columbia's new model showcase for the Canadian automotive industry and represents over 40 distinct brands from the world's leading manufacturers. Owned and operated by the New Car Dealers Association of BC, VIAS 2019 saw a record 3-year average attendance surpass 115,000.

The 100th Annual Vancouver International Auto Show held at the new Vancouver Convention Centre (West), was postponed due to COVID-19.

VancouverInternationalAutoShow.com

For exhibit space, please contact:
Joshua Peters, Exhibit Sales and Communications Manager
Tel: 604-330-4290
Email: jpeters@newcardealers.ca

For sponsorship, please contact:
Jason Heard, Executive Director
Tel: 604-220-2725
Email: jheard@newcardealers.ca



New Car Dealers Foundation of BC

Incorporated in 1990, the New Car Dealers Foundation of BC is committed to driving education and community involvement. The New Car Dealers Foundation of BC exists to provide CarCareerBC grants and scholarships ranging between \$500 and \$2,500 to young people for automotive industry programs that lead to work at new car dealerships and supports other charities throughout BC where local dealers are involved. The Annual Industry Gala at the Vancouver International Auto Show raises funds for the Foundation's charitable activities. Dealer and Associate Members contribute to the Foundation through their participation in certain Association events throughout the year. More than \$40,000 in grants were awarded in 2019!

NewCarDealersFoundation.ca

For more information, please contact:
Ofir Sapoznikov
Tel: 604-214-9964
Email: foundation@newcardealers.ca



With Special Thanks

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

Official Suppliers



First Canadian Insurance Corporation is a national, privately chartered life insurance company that has been offering life and disability insurance coverage on consumer loans through automotive dealership financial service offices since September 1998. Since that time, the First Canadian Group of Companies has been marketing its insurance, mechanical breakdown protection, and protection product programs through automotive, RV, and marine dealers across Canada with tremendous success.

Learn more at www.firstcanadian.ca



CADA 360 programs are unique. Each program is designed under the guidance of a dealer committee, and participating dealers become stakeholders in the programs. "It all comes back to you" is more than a tag line, it's our guarantee to association members. The end result is a powerful combination of industry-leading business solutions for health and wellness benefits and exceptional dealer representation.

Learn more at www.cada.ca/web/cada/insurance/cada



Michael Mason & Co. has been manufacturing and supplying for the automotive industry since 1967. They have products for every department within your dealership. Michael Mason & Co. fabricate products at their factories in British Columbia, Canada. Learn more at www.michaelmason.ca

Premier Partners

GOLD LEVEL



CARFAX Canada is the definitive source of automotive information, delivering vehicle history, appraisal, and evaluation. Drawing on billions of data records from thousands of unique sources, its products enable used vehicle buyers and sellers to make informed decisions. Including CARFAX Canada reports with your used vehicle inventory could be that edge over the competition that you've been looking for. Let CARFAX Canada show you the difference, and help you sell more cars and make more money! Learn more at www.carfax.ca



Cox Automotive is transforming the way the world buys, sells, and owns cars with industry-leading marketing, software, financial, wholesale, and e-commerce solutions for consumers, dealers, manufacturers, and the overall automotive ecosystem worldwide. The global company has 34,000 team members in more than 220 locations and is a partner to more than 50,000 auto dealers as well as most automobile manufacturers.

Learn more at www.coxautoinc.ca

SILVER LEVEL



ADESA Vancouver's auctions provide registered dealers, brokers, automobile manufacturers, and rental agencies as well as corporate and government fleets with a complete vehicle marketing solution in British Columbia.

Learn more at www.adesa.ca/vancouver

BRONZE LEVEL



SiriusXM is the country's leading entertainment company. SiriusXM creates and offers commercial-free music, premier sports talk and live events, comedy, news, and exclusive talk and entertainment. SiriusXM is available in vehicles from every major car company, smart phones and other connected devices, and online.

Learn more at www.siriusxm.ca

WE APPLAUD OUR FRONTLINE WORKERS.

On behalf of the New Car Dealers of British Columbia,
we thank our health care professionals and first responders
for working hard to keep British Columbians safe.



SOCIALLY SPEAKING

FOLLOW THE NCDA FOR LATEST NEWS AND UPDATES



New Car Dealers
Association of BC



NCDA_BC
VanAutoShow
CEVforBC



NewCarDealersAssoc
VIAS
CEVforBC



NCDA_BC
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CEVforBC

NCDA IS A PROUD MEMBER OF

