



**THE VOICE OF MANITOBA'S  
INDEPENDENT  
DEALERS**

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## The Manitoba Used Car Dealers Association

# Associate Membership

Associate Members are eligible for all group discount plans. In addition, Associate members receive

- ◆ One, one-quarter page in *Wheel Time*, the quarterly newsletter which reaches over 450 Manitoba dealers.
- ◆ Listing in the Association's roster.
- ◆ Listing on the Associations web site.
- ◆ Opportunities to advertise in *Wheel Time* and *AutoSearch*, the weekly broadcast inventory location service.
- ◆ Opportunities to promote their products and services through sponsorship of member meetings.
- ◆ Opportunities to meet Association Members on a relaxed casual basis at annual social events.
- ◆ The Association is committed to adding value to the Associate member status by providing opportunity for each Associate member to promote their business through regular contact with member dealers, employees and associated trades.

We believe it is good to have strong partners. In personal and professional relationships, we strive for a sharing of beliefs, goals, interests, and values. Joining forces with like-minded people can have a decidedly positive effect on our lives. Outlined in the following pages is information about the Manitoba Used Car Dealers Association, its goals and objectives. Our membership is made up of dealers who are committed to the betterment of their industry.

## The Manitoba Used Car Dealers Association

**F**ounded in 1991, the Manitoba Used Car Dealers Association began with a small group of dedicated dealers who shared common concerns about the future of the industry. Over the years the level of activity varied depending on issues to be addressed and the availability of volunteer time.

In 1996 the Association was asked to sit on the Dealers Licensing Standards Review Committee. This was an opportunity to actively participate in the regulatory process. Clearly, the time had come for the Association to establish itself as the voice of Manitoba's independent dealers.

Today, the collective voice of member dealers is being heard. We continue to strive for the improvement of the industry through identifying public agenda issues and contributing to the decision-making process.

At the same time we endeavor to enhance member services and obtain additional group discounts from our industry partners.

The day-to-day administration of the Association is performed by the Executive Director who reports to the Board of Directors. This board is made up of twelve member dealers who volunteer their time to meet monthly as well as participate on one or more committees to actively pursue the Association's goals.

## The Manitoba Used Car Dealers Association

**T**he Manitoba Used Car Dealers Association is dedicated to the enhancement and improvement of the automobile industry in Manitoba for the benefit of the Province's consumers through identifying public agenda issues affecting the industry and contributing to the decision-making process.

The MUCDA is in regular contact with the many Government Departments, Federal and Provincial, that affect dealers.

It maintains a close working relationship with Manitoba Public Insurance, which manages the industry

Liaison and coalitions with other automotive industry groups is an important activity in helping to ensure that the interests of the industry are advanced.

The MUCDA participates with ARM, ATA, CAA, MCTRA, MMDA, UCDA Ontario and others in joint approaches to both the Federal and Manitoba governments. Issues have included GST, Dealer Regulations, Vehicle Safety Standards, Curbsider studies, Dealer Licensing Standards Review Committee and many others.

The media have acknowledged the Association's role as the spokes group for the industry and the MUCDA is regularly contacted for the industry's perspective on issues.

Dealer education is of paramount importance to the Association and it's seen as the means of promoting a better, fairer marketplace for dealers and consumers.

Members are made aware of the rights and responsibilities of a dealer through meetings, newsletters and special publications that focus on key issues.

## The Manitoba Used Car Dealers Association

The Association has developed a code of ethics for its members.

A trade association of registered used car sales organizations is organized to promote the continued growth and perpetuation of its members through the strengthening of their sales, marketing and management skills; to dramatize to the automotive industry, to customers and suppliers, the advantages to them of doing business through registered used car sales organizations.

To further these objectives and bring them within practical reach of its members, the association develops and maintains programs and activities designed to help them conduct their businesses in an ethical, efficient and productive manner. To implement these worthy goals, members of the Manitoba Used Car Dealers Association voluntarily subscribe to a code of ethics which urges them:

- To encourage free enterprise and unselfish service to the public and to the industry.
- To strive continually to promote the image of the industry; in the local community and on regional and provincial levels.
- To make the greatest contribution possible to the safety and welfare of the public in the purchase of the industry's products and services,
- To support all efforts to improve the industry's products and services.
- To advertise and sell the merits of the industry's products and services; and to refrain from attacking unfairly the products, services or methods of doing business of others.
- To reveal all material facts and to refrain from the use of misleading advertising or innuendo in advertising and selling, to ensure that products or services are fully understood by the consuming public.
- To fulfill promptly and completely all contractual obligations and to process justifiable claims without hesitation or delay.

## The Manitoba Used Car Dealers Association

The Association has set up the following committee structure for its operation.

### COMMITTEES...

- ◆ Government Liaison
  - ◆ Industry Liaison
    - ◆ Management & Audit
    - ◆ Member Services
- ◆ Membership
  - ◆ Nominating
    - ◆ Publication
    - ◆ Special Events
    - ◆ Suppliers Support

This is a sampling of what the Association offers its members.

### MEMBER SERVICES...

- ◆ *AutoSearch*, inventory location service.
- ◆ **Wheel Time**, the quarterly newsletter that keeps members informed.
- ◆ **Stolen auto** check service.
- ◆ **Vehicle History Checks**
- ◆ **Form Services**
- ◆ **Group discounts** from industry suppliers such as **Trader Publications**.
- ◆ **MTS Mobility discount**
- ◆ **Ranger Insurance** for very special pricing for dealer bonds.
- ◆ Group Health Plan
- ◆ The Association has its own **web site** which is very popular with dealers and the general public.
- ◆ **carfind.ca** a website where members can advertise their inventory to the buying public.

### GOALS AND OBJECTIVES...

- ◆ To create and maintain a positive public image of our industry.
- ◆ To encourage free enterprise and unselfish service to the public and our industry.
- ◆ To maintain open lines of communication with all levels of government.

## The Manitoba Used Car Dealers Association

### Associate Members

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## Associate Members

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## The Manitoba Used Car Dealers Association

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The Manitoba Used Car Dealers Association

**2014-15 Executive Committee**

President: Tony Panidisz

Vice President: Terry VanDerPloeg

Secretary-Treasurer: Randy Edwards

Directors

Chris Dyck

Pro Lagos

Gary Garrioch

Murray Peter

Lanny Floyde

Executive Director: Nick Roberts

ASSOCIATE MEMBERSHIP APPLICATION

- One, one-quarter page ad in *Wheel Time*, the Association’s quarterly newsletter which is mailed to over 1,000 Manitoba automobile dealers.
- Listing in the Association’s membership roster, this is up-dated and mailed to all members twice yearly.
- Opportunities to advertise in *Wheel Time*, the membership roster, and the weekly Car Find broadcast fax, which goes to 80% of Association members each Monday evening.  
Two *Car Find* ads included at no charge.
- Member benefits and services are added privileges of being an MUCDA Associate member. Companies who wish to be considered as a MUCDA Member must first meet the following requirements:
  - Offer exclusive benefits/discounts/services to our members;
  - Contribute to the improvement of, the used motor vehicle industry;
  - Produce long-term benefits to the Association as well as to its members;
  - Be researched thoroughly (legally, financially, administratively) by MUCDA staff and allow for subsequent evaluation mechanisms; and
  - Conflict as little as possible with the menus offered by other Associate members.
  - Finally, we believe the best values need not be simply the best price but a representation of value based on quality, service, pricing, and other factors -- all of which should be quantifiable so that they represent a value, which the member will recognize.
- The Association is committed to adding value to the Associate membership status by providing opportunity for each associate to promote their business through regular contact with member dealers, employees and associated trades.

APPLICATION FOR ASSOCIATE MEMBERSHIP  
MEMBERSHIP FOR 12 MONTHS FROM DATE OF ENROLLMENT

YEARLY FEE: \$500.00 + GST

BUSINESS NAME: \_\_\_\_\_

LEGAL NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ CELL: \_\_\_\_\_

TOTAL STAFF OF COMPANY: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

**MEMBERSHIP DOESN'T COST...IT PAYS!**