

What's the Manitoba Used Car Dealers Association all about?



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

MUCDA maintains a close relationship with Manitoba Public Insurance which licenses and monitors the industry.

MUCDA represents the dealer body at the Public Utilities Board hearings annually.

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, RCMP, 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.

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

Today, the collective voice of member dealers is being heard. The Association currently represents over 700 dealers. 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 eleven 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.

What does the Manitoba Used Car Dealers Association do?

MUCDA is nothing new. It was established as a not for profit organization in 1991, to represent car dealers in Manitoba. 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.

- MUCDA has a presence before the Provincial legislature and becomes involved with the regulatory agencies whenever necessary.
- MUCDA is the only trade Association in Manitoba representing the independent used car dealer. The Association is organized to assure that control of the policies and activities of the Association are in the hands of active dealer members
- MUCDA is dedicated to combating legislation that is unfavorable to used motor vehicle dealers. Alone, a single dealer has little chance of successfully combating legislation and rules that will be harmful to his/her business. Dealers who are united under the MUCDA banner have a voice that is commanding and powerful.
- Important news and information about the automobile industry are mailed to members through the MUCDA newsletter. These publications will keep you informed on issues likely to affect your business.
- MUCDA is recognized throughout Manitoba as the official voice of the used car dealer. The Association has an established record of accomplishment and fair dealing. Representatives of MUCDA are welcomed and respected by officials of every regulatory agency that deals with the used car industry.
- MUCDA proudly includes in its membership dealers of all sizes, from the smallest to the largest. Its strength is in the devotion of its individual members. So whether your business is large or small, you are urged to join the progressive Association, an Association dedicated to serving you, the independent used car dealer.

THE VOICE OF MANITOBA'S INDEPENDENT DEALERS

Why Belong to Your Trade Association?

Why belong to the Manitoba Used Car Dealers Association?

Primarily because you are in the business, and because as a member of the MUCDA you have a voice in your industry, similar to the voice you have in your community through your vote and civic activities. You owe a certain amount of responsibility to your business, in which you make your living.

In the business world today an Association is an absolute necessity. Without an Association there would be no way of keeping abreast of what is going on in the fields which are important to your business.

Sure, you can get information of a sort, independently, but the MUCDA is your agency, working constantly in your interest and keeping you informed of the latest developments, which might vitally affect your business, and advising you how to meet the situation.

It is only natural and logical that trade problems should be handled through an Association, therefore, the Manitoba Used Car Dealers Association must be strong, efficient and have the cooperation and support of dealers throughout the province.

Too many dealers just stay away and wait for the MUCDA to come to them with bushels of benefits. They expect the most, but do the least. The dealer who really gets something out of his or her membership is the active and cooperative member.

Doctors, dentists and lawyers safeguard and protect the health, personal and collective rights of the people of this country. They have learned the value of collective action and are proud of their respective Associations. The Manitoba Used Car Dealers Association is just as valuable and necessary to the health and welfare of the automotive trade in Manitoba. Therefore, the MUCDA member should be proud of his or her Association and want to be a member!

CARFAX

Carfax is the number 1 U.S. vehicle report and it has never been more important for members than now with the amount of vehicles from the U.S..

CANCHECK

Can Check Canada Wide You can find out where a vehicle has been registered or branded in Canada or if it has been a U.S. Import. Once you know this, you can better decide what other searches you need to do.

AUTOCHECK

Auto Check Canada wide Is that trade in somebody's write-off? Auto check has four separate data sources reporting accident damaged vehicles and includes Canadian Police information Centre (CPIC) for stolen vehicles.

CANADA-WIDE LIEN SEARCHES

By fax or phone. The least expensive, fastest service for Canadian lien searches, available only to members.



Member Services

AUTOSEARCH

Member only vehicle locate service.

MTS MOBILITY

Member only discounted cell phone rates.

AAA ALARMS

Member discount through AAA Alarms.

GROUP HEALTH PLANS

Member only health and disability plans.

DEALER BONDS

Discounted dealer bonds for members.

ESSO FLEET DISCOUNT

Member only discount program for fuel.

CARFIND.CA web site

A member only website to advertise your inventory to buyers.

NAPA AUTO PARTS

Member only auto parts discount program.

LONG DISTANCE SAVINGS

MUCDA long distance program with Primus (2.5 cents per minute)

DEALER FINANCING

Bank rate consumer financing and programs for consumers with a less than perfect credit rating.

MUCDA FORM SERVICES

All types of forms, lease agreements, test-drive memorandum etc. for our members to use, available at no charge.

MUCDA HELP LINE

Have questions on any automotive related questions? We have the answers!

VISA/MASTERCARD RATES

Discounted rates for Visa and MasterCard.

The MUCDA is dedicated to protecting the rights of the used car industry in Manitoba, and is organized to promote the continued growth of its members and to inform the membership of pending issues which may affect their successful business operations.

The Manitoba Used Car Dealers Association
Box 53023, RPO South St. Vital, Winnipeg, MB R2N 3X2
Phone: (204) 254-1891 **Toll Free:** 1-877-386-8232
Fax: (204) 254-4972 **Toll Free Fax:** 1-800-831-5329
Web Sites: www.mucda.mb.ca www.carfind.ca

Goals and Objectives

- To Improve the automobile industry in Manitoba for the benefit of the Province's consumers and dealers through identifying public agenda issues affecting the industry and contributing to the decision making process.
- To create and maintain a positive public image of our industry, at local, regional and provincial levels.
- To encourage free enterprise and unselfish service to the public and to the industry.
- To develop group purchasing plans for members and continually strive to increase them.
- MUCDA is recognized throughout Manitoba as the official voice of the used car dealer
- To maintain open lines of communication with all levels of government.

Member Benefits

- Special group discounts with MTS Mobility
- Esso Fleet Rebates for members
- Advertise vehicles on carfind.ca
- Health benefit plan for members.
- Quarterly newsletter, *Wheel Time*, keeps members informed with topical informative information.
- Weekly *Autosearch* broadcast fax helps members locate that special unit by reaching out to over 500 dealers.
- Special dealer bond discounts available to members only.

MEMBERSHIP DOESN'T COST. IT PAYS!

APPLICATION FOR MEMBERSHIP

ANNUAL MEMBERSHIP FEE \$255.00 + GST= \$267.75

MEMBERSHIP FOR 12 MONTHS FROM DATE OF ENROLLMENT

DEALERSHIP NAME: _____

LEGAL NAME: _____

MAILING ADDRESS: _____

_____ CITY OR TOWN _____ POSTAL CODE

PHONE: _____ FAX: _____ CELL PHONE: _____

DEALER PERMIT NUMBER: _____ TOTAL STAFF OF DEALERSHIP: _____

E MAIL ADDRESS: _____

CONTACT PERSON: _____

AUTHORIZED REPRESENTATIVE

DATE