

# 'Know your ride' program is targeted towards teens

Teenagers in the market for their first vehicle usually buy used. To avoid vehicles with tampered odometers or hidden damage, they really need to do their homework.

"Young people are often the most vulnerable because they're excited about buying their first vehicle and might not always know where to look or know what questions to ask," says Brenda McIntyre of the Ontario Motor Vehicle Industry Council (OMVIC).

Believing they can get a better deal buying privately, they may decide to surf the classifieds rather than buy from a registered dealer. Although there are deals to be had, the classifieds aren't without risks.

"Studies have shown that 25% or more of classified ads may be placed by curbsiders— unregistered dealers who misrepresent the vehicles they sell," McIntyre says.

OMVIC is the regulatory and licensing body responsible for enforcing the Motor Vehicle Dealers Act— a statute that regulates dealers while protecting consumers. OMVIC also administers the Motor Vehicle Dealers Compensation Fund, a consumer protection fund that reimburses consumers, under certain circumstances, for problems arising from motor vehicle transactions. This fund applies only to

transactions with a registered dealer.

"When people choose to buy from a private seller instead of a registered dealer, they risk becoming a curbsider's victim," says McIntyre.

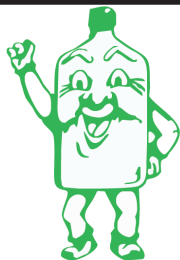
There are some easy steps to take to minimize that risk, however. By law, private sellers must obtain a Used Vehicle Information Package (UVIP) from the Ministry of Transportation and provide it to prospective buyers. The UVIP contains important information about a vehicle's history in Ontario. If the seller can't provide the UVIP, or if the ownership is in someone else's name, walk away from the deal.

Buyers should also consider obtaining a vehicle history report from CarProof ([www.carproof.com](http://www.carproof.com)) or CAR-FAX ([www.carfax.com](http://www.carfax.com)).

In an effort to help young people looking for their first vehicle, OMVIC has launched Know Your Ride, a program targeted towards teens. The program is intended to be integrated into Grade 10 Civics classes throughout Ontario and features materials, including a DVD, to help teachers educate teens about what to look out for when buying their first vehicle.

Students and teachers interested in learning more can go online to [www.omvic.on.ca](http://www.omvic.on.ca).

—News Canada



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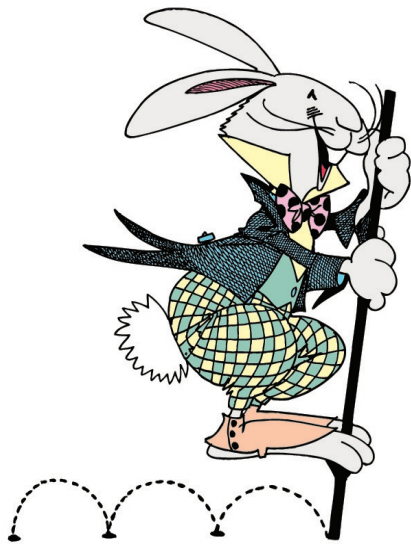
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