

FOR IMMEDIATE RELEASE

Unprecedented unity to encourage vehicle history searches

VANCOUVER (7 June, 2006) - British Columbia auto dealers and the industry's regulatory authority, the Motor Dealer Council, announced here today a unified thrust to enhance vehicle history research during the course of all consumer sales transactions.

The B.C. industry has formed a promotional partnership with a Canadian company, CarProof, that has built a network to provide the most comprehensive, accurate and timely used vehicle history report available in North America today. A unique CarProof Verified BC service also includes ICBC's vehicle claims history.

At a news conference, Ken Smith, the President and Registrar of the Motor Dealer Council, said: "Our mission as this industry's regulator is to achieve the healthiest vehicle marketplace in Canada, which means a professional industry and an informed, confident consumer. That means that vehicle buyers must take responsibility too, and to properly research vehicles before buying. CarProof will assist in that process."

Also attending the news conference were the Minister of Public Safety and Solicitor-General, John Les, representatives of the New Car Dealers Association of B.C., the Independent Dealers division of the Automotive Retailers Association and ICBC

"Since its creation two years ago, the Motor Dealer Council has worked to build consumer confidence and improve the integrity of the motor dealer industry in B.C." said Les. "This new partnership with CarProof is an example of the MDC, ICBC, and private industry working together to better serve and protect consumers."

Joe Luther, Vice-President of Product and New Business Development for CarProof, provided a comprehensive description of how the service works on a national basis, and the enhanced B.C. variation. Luther said: "We are both encouraged and impressed by the cooperative attitude of the B.C. industry and the determination to improve due diligence by both sellers and buyers."

The CarProof Verified BC report will provide comprehensive vehicle history including prior registrations, status changes, insured crash repairs, verified odometer readings, and any current liens from all across Canada and the United States. It does not provide private information as to prior vehicle ownership.

The President and Chief Executive Officer of the New Car Dealers Association, Glen Ringdal, added, "Consumers have the right to full disclosure of a vehicle's history and confidence in the information provided by the seller. CarProof is particularly valuable when a consumer is buying a vehicle from someone unknown to them, especially a private individual. It is by far the best report of its kind we have ever seen."

Said Dale Finch, Director, Division Services, for the Automotive Retailers Association, "CarProof will inform consumers so they may make purchase decisions that will drive undesirable sellers out of the process. Our dealers are very excited as we have always striven for the highest customer standards."

More than one third of all vehicles sold in British Columbia are sold privately.

The CarProof Verified B.C. package will sell for \$59.95, including ICBC's vehicle claims history. CarProof is available as follows:

- From any reputable car dealer. Visit association web sites: www.newcardealers.ca or www.ara-bc.ca
- Through MDC online at www.mdcbc.com or by phoning 604-294-9889 extension 4 or, toll free, 1-877-294-9889 extension 4.. An advantage of doing this through MDC is that it can also be done by phone.
- Through ICBC at www.icbc.com or CarProof directly at www.carproof.com.

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