

From: [Greg Churchill](#)
To: [FamiliesCommunities Committee](#)
Subject: Bill 203
Date: Tuesday, October 4, 2016 3:25:40 PM

Committee Members,

I just wanted to send a short note regarding the proposed Bill 203. While I understand that the Motor Dealers Association of Alberta has outlined a detailed outline of their objections to the bill, I wanted to take the time to explain clearly why I believe that this is a misguided attempt at fixing a bogeyman that doesn't actually exist.

My point is that the legislation attempts to address a phantom problem. The MDA outlined the infinitesimal (1/10,000th of 1%) number of complaints versus service transactions that customers actually have launched through AMVIC which is evidence enough. However, the reality is that as a business owner we already have every incentive to ensure that all of the aspects that Bill 203 seeks to address, are adhered to. Any reasonable business owner will do their utmost to ensure that his customer is satisfied with their service transaction. Success in the auto industry is predicated first and foremost on repeat business. Further to this, the rise of social media and review sites as a public shaming forum have certainly had a big impact on all businesses. Just one unsatisfied customer can publicly trash the reputation of any business so every incentive already exists to ensure that the customer is happy with their service experience.

While i assume the legislation is well intentioned, it is a great example of legislative over reach and in my opinion, addresses an issue that no longer exists. It is based upon stereotypes about our industry from 20 years ago and does not reflect anything actually happening in the auto industry in Alberta in 2016. Certainly, the Government of Alberta has bigger problems than this.

Sincerely,

Greg Churchill
President and GM
Honda West


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