

From: [Dan Zarowny](#)
Cc: [REDACTED] [Drayton ValleyDevon](#); [Calgary Bow](#); [Wetaskiwin Camrose](#); [Calgary NorthWest](#); [Spruce Grove StAlbert](#); [Edmonton Castledowns](#); [Calgary Mackay NoseHill](#); [Airdrie](#); [Calgary East](#); [Lacombe Ponoka](#); [Edmonton Centre](#); [Calgary Lougheed](#); [Calgary MountainView](#); [Sherwood Park](#); [FortMcMurray WoodBuffalo](#); [FamiliesCommunities Committee](#); [Daniel Zarowny](#)
Subject: Bill 203 - Submission
Date: Thursday, October 27, 2016 3:15:33 PM

To Whom It May Concern:

My name is Daniel Zarowny and I am the Ford/Lincoln Dealer in St. Paul, AB and have been since 1970. My 46 years in this industry have been very fulfilling and insightful, and I am proud to be an auto dealer, a member of MDA and AMVIC, and a responsible business owner in my community. Throughout, it was always my intention to be fully accountable to my customers, staff, community and my manufacturer, in an honorable manner. Considering that my focus as a dealer was exclusively in fixed operations (parts and service), I feel qualified to comment on the inappropriate initiatives proposed in Bill 203.

To me, the suggestion that more consumer protection is required as it relates to service operations is uncalled for. Moreover, there is a hint in this proposed action that the sponsor is less than knowledgeable of our current industry protocols or misinformed. As it stands, our existing Fair Trade legislation and the administrative role of AMVIC serves us well; it is not perfect, but is more than adequate considering the “negligible registered concerns” that this bill is attempting to address.

Possibly the sponsor of this bill is not aware of the emphasis the auto industry is taking to ensure that dealers deliver quality products, and service, and exceptional customer experiences. In case you haven’t noticed, dealers in this province have made giant investments in dealership facilities and behind the scenes have committed to training designed to encourage a positive workplace culture. Our entire objective is to create a customer experience that would have long lasting terms of endearment. Given my Ford/Lincoln reality your proposed actions suggest otherwise.

I am insulted that you think you need to legislate requirements that are so unnecessary in the real service world. In reality, service departments in all outlets that I know have practiced full disclosure and good intents for decades and that now a “no surprise policy” is universally common place. I am annoyed that you would want to implement legislation that reflects negatively on my staff and on my reputation; wherein signage and legislated language would suggest that our dealership is a “danger zone manned by predatory personnel”.

I do not understand why the sponsor of this bill seems to think that the motoring public is naïve, uninformed and vulnerable and that they are in dire need of “big brother” protection. In reality they are savvier and better informed than ever, and are part of a social media element that is unbelievably effective in enforcing acceptability. As in all consumer contexts, some exceptions exist; primarily because of miscommunication and false assumption, but this hardly qualifies for new legislation. Given the zero incident rate in my dealership and that of the vast majority of dealerships, I see no reason for this ill-conceived copycat legislation.

Lastly, in case you are unaware, dealership service departments are already buried with bureaucracy designed to ensure accountability. If enacted this legislation would most certainly compound that burden.

Regards,

Dan Zarowny

Dealer Principal

Zarowny Motors (St. Paul) Ltd