



Benefits of Being an MMDA Member

The Manitoba Motor Dealers Association provides new vehicle franchised dealers with representation and a unified voice towards government, community and manufacturers in Manitoba.

We are the foundation for **healthy** and **profitable** motor dealer businesses.

We are your resource for:

- Industry questions or concerns, **government relations** and regulatory reviews, MPI repair rate negotiations, industry specific initiatives (e.g. Motor Vehicle Safety Association).
- In partnership with our national association, the Canadian Automobile Dealers Association (CADA), our industry specific job board **Cars and Jobs** (www.carsandjobs.com). This site gives MMDA increased reach to those looking for **opportunities** in the automotive industry.
- Industry **recruitment** and retention initiatives including college scholarships, in-school industry promotion and recruitment tools, including the Motor Dealer Industry Booklet (copies are available for members' use). Development of an industry recruitment/**training** foundation. In partnership with CADA, our motor vehicle information career website, **Auto Career Start** (<https://autocareerstart.com/home/MMDA>). This site give MMDA increased reach to potential students and those looking for opportunities in the automotive industry.
- Public Relations: insuring that members are recognized as top contributors to the economic and social well-being of local communities.
- Industry specific materials including draft Employee Manuals, Offer to Purchase forms, Federal Anti-Spam **Legislation** information, PIPEDA privacy policy acknowledgment form. These and other helpful resources can be found on the MMDA website (www.mmda.mb.ca) in the password protected Members Area section.
- Industry-wide **stewardship** requirements for lead-acid batteries. The MMDA's membership in the CBA will results in approximately a \$200 per year savings for each member dealership.
- Canadian Automobile Dealers Association (CADA) resources including: Federal Government relations, industry/manufacture relations, **legal affairs**/Legal Action Fund and public affairs. www.cada.ca