



Membership Code of Conduct

Membership in the BC Powersports Dealers Association (BCPDA) is a privilege and a responsibility. As members, dealers commit to conducting their businesses with integrity, professionalism, and respect, while advancing the reputation of the powersports industry in British Columbia.

This Code of Conduct outlines the standards of practice that all members agree to follow. By adhering to these principles, members demonstrate their commitment to customers, employees, industry partners, and the wider community.

Core Principles

Integrity & Professionalism

- Conduct all business honestly, transparently, and in good faith.
- Represent products, services, and pricing accurately.
- Avoid practices that may mislead or harm customers, competitors, or the industry.

Compliance & Accountability

- Comply with all applicable laws, regulations, and licensing requirements, including those set by the Vehicle Sales Authority (VSA), ICBC, and other regulatory bodies.
- Follow ethical business practices in financing, warranties, advertising, and after-sales service.
- Be accountable for ensuring that staff are properly trained and uphold these standards.

Customer Commitment

- Provide fair, respectful, and professional treatment to all customers.
- Ensure customers are well-informed about vehicle features, financing, warranties, and responsibilities of ownership.
- Support customer safety through rider education, product knowledge, and promotion of safe and responsible powersports use.

Workplace Responsibility

- Foster a safe, inclusive, and respectful workplace culture.
- Provide fair employment practices, clear employment agreements, and opportunities for training and development.
- Support seasonal and permanent employees with equitable treatment and respect.

Collaboration & Industry Stewardship

- Actively support the mission and vision of BCPDA to unify and represent BC dealers.
- Contribute to collective advocacy efforts with government, OEMs, and stakeholders to strengthen the dealer network.
- Participate in industry events, research, and initiatives such as data collection, surveys, and the BC Powersports Summit.

Environmental & Community Responsibility

- Support stewardship programs such as Tire Stewardship BC, oil recycling, and other environmental initiatives.
- Partner with rider groups, clubs, and first responders to promote responsible land use, safe riding practices, and community benefit.
- Recognize the role of powersports in BC's economic development and act as positive ambassadors in local communities.

Non-Partisan Advocacy

- Recognize that the BC Powersports Dealers Association represents the collective voice of dealers in advocacy efforts with government, regulators, and industry stakeholders.
- Support the Association's role in engaging with all levels of government and political parties in a respectful, collaborative, and non-partisan manner.
- Respect and reinforce the Association's work to pursue balanced, practical policies that support dealer sustainability, consumer safety, and recreation access.

Commitment

By joining BCPDA, members commit to upholding this Code of Conduct in their business practices and interactions with customers, employees, and industry partners. Adherence to this Code strengthens our collective reputation, builds public trust, and ensures a thriving and respected powersports dealer network in British Columbia.

Dealer/Business Name

Date

Contact Name (please print): _____

Authorized Signature: _____