

Media Release

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CAMPAIGN HIGHLIGHTS BENEFITS OF BUYING CARS FROM A LICENSED DEALER

South Australia's consumer watchdog has launched a campaign aimed at highlighting the benefits of buying from a licensed second hand vehicle dealer.

The campaign, developed in partnership with the Motor Trade Association of South Australia, will be promoted online through sites like Gumtree.

The ads will detail the protections that are available to consumers when they buy from a registered second hand car dealer, instead of through a private seller.

"When buying a second hand car, it's important consumers have all the facts," Commissioner for Consumer Affairs Dini Soulio said.

"Buying from a private seller may save a few dollars in the short-term, but consumers will also miss out on the protection that comes with buying from a registered dealer.

"These include warranties for certain defects that may only be uncovered after the vehicle has been bought and paid for.

"This campaign highlights the benefits of buying from a registered dealer, while also advising consumers of the steps that should be taken when buying from a private seller."

The Chief Executive Officer of the Motor Trade Association of South Australia, Paul Unkerov, said the campaign was an important tool to educate consumers.

"Unregulated backyard and roadside sellers do not offer consumers essential protections such as warranty, cooling off periods or consumer law rights," he said.

"The '*Buying a Car*' campaign will educate consumers on the risks of unregulated backyard and roadside sellers through printed and online materials."

To view the ads, head to <https://www.cbs.sa.gov.au/cars/>