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## NEWS RELEASE – December 23<sup>rd</sup>, 2009

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### LGM launches support program to assist BC dealers with new insurance regulations

**Oakville, Ontario, Canada, December 23<sup>rd</sup>, 2009** – Lions Gate Marketing Company Ltd. (LGM), a leading supplier of extended warranty, group credit insurance and automotive theft deterrent products today announced the launch of a support program designed to assist dealerships with compliance requirements for anti-theft products in the wake of recent determinations by the Financial Institutions Commission (FICOM) in the province of British Columbia. Effective January 31<sup>st</sup>, 2009, all automotive dealerships in BC must be licensed by the Insurance Council of British Columbia in order to sell anti-theft etch products such as LGM's AutoArm©.

Following an extensive review and evaluation process by FICOM, it was determined that all automotive anti-theft etch programs are to be treated as 'insurance products'. Subsequently, those selling etch products must hold the appropriate insurance licences with the Insurance Council of BC.

"Both LGM and its parent company, Omni Companies, are fully licensed and approved to distribute anti-theft products such as AutoArm©," said Randy Price, President of LGM. "We are working on behalf of our dealers to reduce the licensing responsibilities and we are leveraging everything at our disposal to assist them in this transition. We have provided all of our AutoArm© selling dealers in BC with an information kit including all the details they need to quickly become compliant. Any existing or prospective AutoArm© dealer can be rest assured that we have taken the necessary steps to ensure product compliance in British Columbia."

BC Regulators included in their decision the mandate that all anti-theft etch products have a disclosed insurer premium. This premium price is set by each respective anti-theft product insurer and will help to maintain a consistent sales approach for this insurance product. If a dealer wishes to sell beyond the insurer set pricing, they now must disclose to the customer the additional profit being made.

AutoArm© is LGM's universal vehicle theft deterrent and prevention system, and is part of LGM's suite of quality F&I products sold through dealerships business offices across Canada. This change in regulation will not affect the 2010 Dealer Cost pricing for AutoArm©.

#### **About LGM**

Founded in 1998, LGM is one of Canada's leading, tier one suppliers of extended warranty, credit insurance and theft deterrent products for the automotive and recreational vehicle industries. As a dealer development company, LGM improves the profitability of business offices by providing innovative products that offer real-world value to their customers. With over 900 active dealers, business relationships with original equipment manufacturers such as Volkswagen Canada and Kia Canada, and a national team of Dealer Development Managers offering local sales training and support, LGM has a reputation second to none in the Canadian automotive marketplace. To learn more about LGM, visit [www.lgm.ca](http://www.lgm.ca).

