



CERTIFIED PRE-OWNED PROGRAMS VS PAROLIN ADVANTAGE

CPO or “Certified Pre-owned Programs” are a very popular option and a credible consideration for today’s used car buyer. Mercedes and Lexus pioneered these programs in the early to mid 90s. Appropriately, it is the luxury and higher-end car brands that have been most successful with said programs. In fact, Edmunds has data supporting a 46% sales increase of pre-owned cars under any given CPO banner since 2000 in the US.

CPO programs amongst the European brands have been successful in prying away potential new car buyers. We firmly agree that a pre-owned high quality European car is certainly any car buyer’s best option for a number of reasons; however, is a CPO program car from a manufacturer or franchised dealer your best move?

Importantly, one must remember that certified and certified pre-owned are two entirely different entities. A real CPO program is instituted by a franchised dealer with a specialized set of guidelines. In Ontario, a “certified” car simply means it passes the very minimalistic and, quite frankly, embarrassingly low standard for a “certified” or “saftied” automobile. Another important

consideration for the used car buyer is that this standard, the MTO Safety Standard, is used by nearly all traditional “used car lots”. Such certificates have nowhere near the attention to detail and stringent standards of a CPO program or a good specialist program like the Parolin Advantage. Don’t be fooled by a European automobile on a non-European franchised car dealers used car lot. CPO programs tend to be brand specific, these cars will be simply sold with that embarrassing and minimalistic MTO Safety Standard. Kia dealerships are famous for this practice. The idea of a used Kia tends to be too abhorrent a thought for most used car buyers, so dealerships need to fill their used inventory with other car brands.

The Parolin Advantage reconditioning program has been reverse engineered from other programs (Volvo, BMW, Porsche). We simply aim to shoot a little higher. Below we will outline and compare a number of standards between our program, “BMW Certified Pre-owned”, Porsche Approved Certified Pre-owned”, and “Volvo Certified Pre-owned” programs.



| | MTO | BMW | PORSCHE | VOLVO | |
|--|--|--|--|--|---|
| PROGRAM LIMITATIONS & EXCLUSIONS | "If it rolls, it can be safetied." | 4 years or 80,000 KM from original sale date | Less than 8 years old & less than 160,000 KM | Less than 6 years old & less than 120,000 KM | Some cars below \$8000 may be excluded |
| MANDATORY VEHICLE HISTORY REPORT | ✗ | ✓ | ✓ | ✓ | ✓ |
| UP-TO-DATE FACTORY SCHEDULED MAINTENANCE | ✗ | Yes, perform as required | Yes, if within 4000 km or 10 months | Yes, must be up-to-date | Yes, checked against prev. & next service. Both must be done. |
| CHECKED FOR OPEN RECALLS? | ✗ | ✓ | ✓ | ✓ | ✓ |
| BOOKS & MANUALS | ✗ | ✓ | ✓ | ✓ | ✓ |
| MASTER KEYS | Any key | 2 Master keys required | 2 Master keys required | 2 Master keys required | 2 Master keys required |
| MINIMUM TIRE TREAD DEPTH | 2 _{MM} | 3 _{MM} | 4 _{MM} | 3 ^{.175} _{MM} | 6 _{MM} |
| MINIMUM BRAKE LIFE REMAINING | Effectively only 5% | 40% Min. 5 MM | 50% | 23% Min. 3 MM | 75% |
| AUDIO & ENTERTAINMENT SYSTEM | Doesn't have to work, parts can be missing | All features must function as if new | All features must function as if new | All features must function as if new | All features must function as if new |
| CONVENIENCE FEATURES (HEATED SEATS, MOONROOF) | Doesn't have to function as intended | All features must function as if new | All features must function as if new | All features must function as if new | All features must function as if new |
| TRANSMISSION FLUID | No standard | Fluid level must be correct | Fluid level must be correct | Fluid level must be correct | Fluid level & condition must be good or replaced |
| POWER STEERING FLUID | No standard | Fluid level must be correct | Fluid level must be correct | Fluid level must be correct | Fluid level & condition must be good or replaced |



| | MTO | BMW | PORSCHE | VOLVO | |
|---|---|--|--|--|--|
| BRAKE FLUID | Must be present | Flushed according to scheduled maintenance | As per scheduled maintenance, not as strict as BMW | As per scheduled maintenance, not as strict as BMW | Fluid level & condition must be good or replaced |
| ENGINE AND/OR TRANSMISSION LEAKS | Brake & fuel systems can't leak. Other fluid leaks don't matter. | No standard | Leaks of any type not permitted | Leaks of any type not permitted | Leaks of any type not permitted |
| CLIMATE CONTROL SYSTEM | Fan has to blow | All features must function as if new | All features must function as if new | All features must function as if new | All features must function as if new |
| GAUGES & ONBOARD COMPUTER | Speedometer must work | All gauges must function as if new | All gauges must function as if new | All gauges must function as if new | All gauges must function as if new |
| INTERIOR & EXTERIOR TRIM | Effectively no standard, can't have sharp edges that could "cut somebody" | "Inspect vehicle for damage caused by impact." Mainly referring to exterior | Interior & exterior trim & accessories must be inspected against damages. Repair/replace if required. | Interior & exterior trim & accessories must be inspected against damages. Repair/replace if required. | Interior & exterior trim & accessories must be inspected against damages. Repair/replace if required. |
| TIGHTNESS & NOISE FROM SUSPENSION & STEERING | Moderate play in ball joints & steering rod permitted | "Inspect for normal operating conditions" | No exact specifications. Must at least conform to MTO standard. | Must meet Volvo standard for play & condition. Must at least conform to MTO standard. | No play must be exhibited. Play or noise will result in replacement. |

Clearly, the MTO Safety Standard leaves much to be desired. One could presumably buy a 2 year old BMW with a broken navigation unit, or non-functional panoramic moonroof and it would still pass the MTO safety inspection. What's more shocking is that the brakes and tires can be virtually ready for replacement due to wear, and the MTO safety certificate can gladly be signed. The CPO programs provide a much more stringent standard. Preparation and strict standards are the keys to comfort, convenience, and ease-of-use with any prospective pre-owned European automobile purchase. BMW, Porsche and Volvo all do a good job of preparing their pre-owned offerings for the next owner. The Parolin Advantage prepares its cars better yet. We have studied these CPO

programs to be able to offer our customers a product as good, or in some cases better, than our franchised dealer peers. The Parolin Advantage aims for its customers to simply drive and enjoy their cars. We try to best prepare our cars so the words "comeback" or "inconvenience" can be relegated to those dealers who chose to offer an inferior standard. 🚗