

22 July 2022

LTA/VRLSD/M38.008.231/0158

Please see Distribution List

All Electronic Service Agents

Dear Sir / Madam

Unauthorised Use Of Name And Logo Of The Land Transport Authority Of Singapore (“LTA”)


We would like to bring your attention to Clause 15 of the LTALink System Terms and Conditions for Application (a copy of which has been emailed to you on 22 July 2022 and can be found at the footer of the LTALink Webpage accessed via <https://vrl.lta.gov.sg/certlogin.html>), that an Electronic Service Agent (“ESA”) shall not make any reference to LTA or to its approved/authorised/registered status of the company as an ESA, in any form of media, including *inter alia*, advertisements, news items, articles, publications, prepared speeches, social media posts or any other publicity material, without the prior written consent of LTA.

Any unauthorised use of LTA’s name and/or logo is likely to mislead the public into thinking that the motor dealer’s services originate from, or are connected to, or associated with, or endorsed by the LTA.

We take a serious view on any non-compliance and will not hesitate to take firm action against any person who does so. We seek your kind assistance to inform your members and staff of the above for their compliance. If you have any enquiry or require any assistance on the matter, you may contact Mr Benedict Lee on Benedict.LEE@lta.gov.sg or Ms Sherene Chng on CHNG Tian Tian@lta.gov.sg.

Thank you.

Yours sincerely



Tham Boon Leong (Mr)
Deputy Director
VRL Project Development Division
Vehicle Services Group

Distribution List

President

Motor Traders Association of Singapore

(Fax: 6909 3020) (Email: admin@mta.org.sg)

President

Automobile Importer & Exporter Association, Singapore

(Fax: 6746 1555) (Email: jennytan@aiea.org.sg)

President

Singapore Vehicle Traders Association

(Fax: 6258 5811) (Email: eugene@svta.com.sg)

President

Singapore Motor Cycle Trade Association

(Fax: 6297 1313) (Email: mail@smcta.org.sg)

President

Automobile Association of Singapore

(Fax: 6733 5094) (Email: aasmail@aas.com.sg)