

VIA COURIER
VIA EMAIL

**IN THE MATTER OF the Motor Vehicle Dealers Act, 2002, S.O. 2002, Chapter 30, Schedule B
and Regulations, as amended**

- and -

**IN THE MATTER OF the advertising made by 1754672 ALBERTA LTD. o/a TOYOTA ON
THE PARK**

TO: **1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK**
1077 Leslie St
Toronto, ON
M3C 2J7

**ORDER TO IMMEDIATELY CEASE AND RETRACT FALSE, MISLEADING OR DECEPTIVE
ADVERTISING**

WHEREAS 1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK is registered pursuant to the *Motor Vehicle Dealers Act, 2002* (the "Act") and carries on business as a motor vehicle dealer.

AND WHEREAS 1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK publishes advertisements related to the trade of motor vehicles.

AND WHEREAS Section 29 of the Act provides that where the Registrar believes on reasonable grounds that a registrant is making false, misleading or deceptive statements in any advertisement, circular, pamphlet or material published by any means, the Registrar may order the immediate cessation of the use of such material and retraction of the statement or publication of a correction of equal prominence to the original publication; or order both a cessation of the use of the material and a retraction or correction.

**TAKE NOTICE THAT PURSUANT TO SECTION 29 OF THE ACT, THE REGISTRAR
HEREBY ORDERS 1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK TO CEASE AND
RETRACT IMMEDIATELY THE USE OF ADVERTISEMENTS WHICH MAKE FALSE,
MISLEADING OR DECEPTIVE STATEMENTS, AND IN PARTICULAR TO:**

1. **Cease the use of** false, misleading or deceptive statements regarding motor vehicle pricing.

Section 29(3) of the Act provides that the order of the Registrar shall take effect immediately, but the Licence Appeal Tribunal (the “Tribunal”) may grant a stay until the Registrar’s order becomes final.

DATED at Toronto, this 14th day of August 2026

A handwritten signature in black ink, consisting of a large loop followed by a horizontal stroke and a small flourish.

Thaya Gengatharan

Deputy Registrar, Acting Registrar pursuant to s. 3(3) of the *Motor Vehicle Dealers Act, 2002*

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**IN THE MATTER OF the Motor Vehicle Dealers Act, 2002, S.O. 2002, Chapter 30,
Schedule B and Regulations, as amended**

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**IN THE MATTER OF the advertising made by 1754672 ALBERTA LTD. o/a TOYOTA ON
THE PARK**

TO: **1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK**
1077 Leslie St
Toronto, ON
M3C 2J7

NOTICE OF ORDER TO CEASE/RETRACT FALSE ADVERTISING

WHEREAS 1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK is registered pursuant to the *Motor Vehicle Dealers Act, 2002* (the "Act") and carries on business as a motor vehicle dealer.

AND WHEREAS 1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK publishes advertisements related to the trade of motor vehicles.

AND WHEREAS Section 29 of the Act provides that where the Registrar believes on reasonable grounds that a registrant is making false, misleading or deceptive statements in any advertisement, circular, pamphlet or material published by any means, the Registrar may order the immediate cessation and retraction of the use of such material.

REASONS

It is the Registrar's belief upon reasonable grounds that 1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK is publishing advertisements which include false, misleading or deceptive statements.

PARTICULARS

Background

1. 1754672 Alberta Ltd. o/a Toyota on the Park (the "Dealer") is currently registered as a motor vehicle dealer under the Act. It was originally registered on or about October 28, 2013.
2. Alistar Baxter ("Baxter") is a registered motor vehicle salesperson under the Act and was originally registered on or about September 25, 1987. Since on or about February 10, 2023, Baxter was the person in charge and general manager of the Dealer.

Current False, Misleading, or Deceptive Advertising

3. On or around June 15, 2026, the Ontario Motor Vehicle Industry Council ("OMVIC") received a complaint from a member of the public regarding breaches of the all-in-pricing rule under section 36(7) of O. Reg 333/08.
4. On or around June 17, 2026, OMVIC staff reviewed the advertisements placed on Autotrader on behalf of the Dealer, which included the following:

Vehicle	Stock	Price
2023 Toyota Tacoma	3125PL	\$47,995
2024 Toyota Tundra	4957JD	\$61,495
2025 Toyota Corolla	4998	\$30,888
2025 Toyota Sienna	5083	\$65,495
2022 Toyota Rav4	T6783L	\$37,995

5. The price in each advertisement was displayed in large, bold text, with a notation that taxes and licencing were extra, consistent with s. 36(7) of O. Reg 333/08.
6. Each of the advertised price received Autotrader's "good" or "great" price indicator.
7. At a different location in the advertisement under the heading "vehicle description" contained text in small, non-bold font which indicated that the vehicle was subject to an additional \$1,000 if the purchaser was paying with cash. As a result, the vehicle's advertisement did not contain in a clear, comprehensible and prominent manner all charges the buyer would be required to pay for the vehicle.
8. As a result, the total price of the vehicles identified above fails to include all fees that a buyer would be required to pay for the vehicle other than taxes and licencing, contrary to s. 36(7) of O. Reg 333/08 made under the Act.
9. As a result, the advertisements are false, misleading or deceptive.

RIGHT TO A HEARING

Section 9(2) of the Act provides that an Applicant/Registrant is entitled to a hearing by the Licence Appeal Tribunal in respect of this Notice, if **WITHIN 15 DAYS** after service of this Notice, the Applicant/Registrant files/serves an appeal, in writing, to the following parties:

Licence Appeal Tribunal
Tribunals Ontario
General Services
15 Grosvenor Street, Ground Floor
Toronto, ON M7A 2G6
Email: LATRegistrar@ontario.ca

- AND TO -

Ontario Motor Vehicle Industry Council (OMVIC)
Registrar, *Motor Vehicle Dealers Act, 2002*
65 Overlea Blvd., Suite 300
Toronto, ON M4H 1P1
Email: Legal_Dept@omvic.on.ca

Section 29(3) of the Act provides that the order of the Registrar shall take effect immediately, but the Tribunal may grant a stay until the Registrar's order becomes final.

Section 9(5) of the Act provides that where an Applicant/Registrant requires a hearing, the Tribunal shall schedule a hearing. At that time, the Tribunal may order the Registrar to carry out, or refrain from carrying out this Notice, or may order that the Registrar take such action as the Tribunal considers appropriate, in accordance with the Act and the regulations.

Section 9(5) of the Act provides that the Tribunal may attach such terms and conditions to its order or to the registration, as it considers proper to give effect to the purposes of the Act.

APPLICATION OF THE STATUTORY POWERS PROCEDURE ACT

The *Statutory Powers Procedure Act*, R.S.O. 1990, Chapter S.22, as amended, applies to the hearing to be held by this Tribunal. A party to a proceeding may be represented by counsel or an agent.

The Registrar states that the good character, propriety of conduct or competence of the Applicant/Registrant shall be an issue in any hearing before the Tribunal and the Registrar has, therefore, furnished herein reasonable information of allegations with respect thereto.

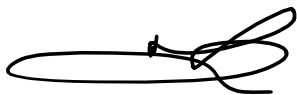
APPLICATION OF THE COMMON RULES OF PRACTICE AND PROCEDURE FOR THE LICENCE APPEAL TRIBUNAL, ANIMAL CARE REVIEW BOARD, and FIRE SAFETY COMMISSION

This is to serve as notice that the Registrar may make application for its costs pursuant to Rule 19 of the Common Rules of Practice.

FURTHER PARTICULARS/SUPPLEMENTAL NOTICE

The Registrar may provide further and other particulars in respect of any other matters herein or in respect to any other matter including further grounds for refusal/revocation/suspension of registration.

DATED at Toronto, this 14th day of August 2026



Thaya Gengatharan
Deputy Registrar, Acting Registrar pursuant to s. 3(3) of the *Motor Vehicle Dealers Act*,
2002