SENT VIA E-MAIL

DISCIPLINE TRIBUNAL OF THE ONTARIO MOTOR VEHICLE INDUSTRY COUNCIL

IN THE MATTER BEFORE THE DISCIPLINE TRIBUNAL HELD PURSUANT TO THE *MOTOR VEHICLE DEALERS ACT, 2002*, S.O. 2002, c.30, Sch. B

TO: 2584987 Ontario Limited o/a Plaza Plus Preowned Superstore
95 Commerce Rd
Orillia, ON
L3V 6J3

AND TO: Robert William Stein

NOTICE OF REFERRAL TO DISCIPLINE TRIBUNAL

Take notice that pursuant to section 14(4) 4 of the *Motor Vehicle Dealers Act, 2002*, (the "Act"), the Registrar has referred the complaint(s) against 2584987 Ontario Limited o/a Plaza Plus Preowned Superstore and Robert William Stein to the Discipline Tribunal for alleged violations under the Code of Ethics, as set out in Ontario Regulation 332/08.

REASONS

Section 17 of the Act establishes a Discipline Tribunal and empowers the Discipline Tribunal to hear and determine issues concerning alleged breaches of the Code of Ethics. The Code of Ethics applies to all Registrants registered under the Act. Any Registrants that disregard or violate the Code of Ethics are subject to having their conduct reviewed by the Discipline Tribunal. The Code of Ethics requires that all Registrants conduct business with Integrity, Accountability, Compliance, Respect and Professionalism as well as ensuring that requirements are met when it comes to Disclosure and Marketing and the Disclosure of Information in Sale and Lease Contracts.

PARTICULARS

The reasons for this Notice are:

Background

1. 2584987 Ontario Limited o/a Plaza Plus Preowned Superstore (the "Dealer") was first registered as a motor vehicle under the Act in and around November 2017. It is currently registered.

2. On or about July 20, 2026, the Dealer filed a "Business Change Notice – Legal Name or Business (Trade) Name" (the "BCN") with a representative of the Registrar, indicating that it has legally changed its business name from "Hwy 11 Dodge Chrysler Jeep" to "Plaza Plus Preowned Superstore".

3. On or about August 6, 2026, a representative of the Registrar approved the BCN.

4. Robert William Stein ("Stein") was first registered as a salesperson under the Act in and around August 1984. At all material times, Stein has been a General Manager and Person in Charge of the day-to-day activities of the Dealer.

Educational Resources

5. Since the Act was proclaimed in 2010, OMVIC has issued various educational materials, including publications, webinars and guidelines, reminding registrants of their disclosure obligations. The dates of said publications are attached hereto as Schedule "A". Educational resources continue to be available on OMVIC's website.

Reminders to Comply

6. During an inspection on or about September 25, 2018, a representative of the Registrar reminded the Dealer to disclose prior daily rental history on motor vehicle advertisements, pursuant to s. 36(5)(a) of O. Reg. 333/08 and the Code of Ethics.

7. A representative of the Registrar issued a warning letter to the Dealer (with attention to Stein) on or about November 22, 2018, reminding the Dealer and Stein to comply with their obligation to disclose prior daily rental history on motor vehicle advertisements, pursuant to s. 36(5)(a) of O. Reg. 333/08 and the Code of Ethics.

8. On or about August 11, 2025, an OMVIC Representative sent an email to the Dealer and Stein, reminding them to review their advertising obligations, pursuant to s. 36 of O. Reg. 333/08 and the OMVIC Advertising Guidelines.

Dealer's Non-Compliance

9. On or before July 20, 2026, the Dealer published an advertisement for a 2023 Ram 1500 Classic (VIN# *663342), with a sale price of $31,998 plus taxes and licensing.

10. The vehicle had previously been leased on a daily basis (also known as a "daily rental"). However, the advertisement failed to indicate this information. This is contrary to section 36(5)(a) of O. Reg. 333/08, as well as sections 4(2), 9(1), and 9(3) of the Code of Ethics.

11. On or about July 20, 2026, an OMVIC Representative made inquiries about the vehicle, while posing as a member of the public (this is also known as a mystery shop).

12. A salesperson, acting on behalf of the Dealer, incorrectly advised the OMVIC Representative that the vehicle was not previously used as a rental vehicle. This is contrary to sections 4(2), 6(1), 9(1), and 9(3) of the Code of Ethics.

Stein's Non-Compliance

13. Stein, as the Person in Charge, failed to ensure that the Dealer conducted its business in compliance with the Act, its regulations, and the Code of Ethics and thus personally contravened sections 6(2), 9(1), and 9(3) of the Code of Ethics.

The Registrant(s) may provide a written response to the particulars set out above to OMVIC <u>within 15 days</u> of service of this Notice to: legal_dept@omvic.on.ca

If the Discipline Tribunal makes a determination that a registrant has failed to comply with the Code of Ethics, it may order one or more of the following:

- A fine up to $25,000 per party;
- Require the registrant to take further educational courses;
- If the registrant is a motor vehicle dealer, require the dealer to arrange and fund educational courses for salespersons employed by the dealer;
- Award costs.

This Notice of Referral to Discipline ("NORD") and decisions of the Discipline Tribunal may be published. Hearings before the Discipline Tribunal may be recorded and are open to the public.

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

The good character, propriety of conduct or competence of the Registrant(s) shall be an issue in any hearing before the Discipline Tribunal and reasonable information of allegations with respect thereto has been furnished.

The Rules of Practice of the Discipline Tribunal will apply and are available on OMVIC's website. A Notice of Hearing and disclosure will be provided in accordance with the Rules of Practice of the Discipline Tribunal.

Take note that as per the Rules of Practice, failure to attend a hearing before the Discipline Tribunal may result in a decision being determined *ex parte* (in your absence).

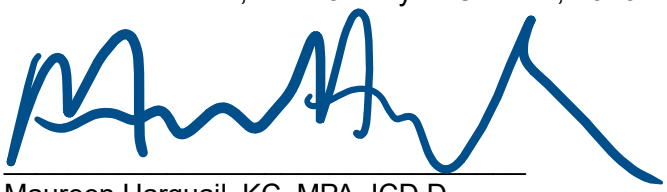
APPLICATION OF THE RULES OF PRACTICE OF THE DISCIPLINE TRIBUNAL

This is to serve notice that OMVIC may make application for its costs, pursuant to Rule 13 of the 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 particulars of violations of the Code of Ethics.

DATED at Toronto, this 18th day of October, 2026



Maureen Harquail, KC, MPA, ICD.D.
Registrar, *Motor Vehicle Dealers Act, 2002*

SCHEDULE A: OMVIC PUBLICATIONS

NON-DISCLOSURE PUBLICATIONS AND EDUCATIONAL RESOURCES

	Dealer Standard		Dealer Bulletins/News		Webinar		Guidelines
1	Summer 2011	1	January 2010	1	December 2014	1	July 14, 2023
2	Winter 2012	2	September 2012	2	June 2015		
3	Summer 2012	3	December 2013	3	April 2017		
4	Winter 2013	4	June 2015	4	July 2023		
5	Summer 2013	5	August 2015	5	Ongoing: Webinars | OMVIC		
6	2014: Issue 4	6	Fall 2016				
7	2016: Issue 3	7	April 2017				
8	2015: Issue 1	8	August 2018				
9	2015: Issue 2	9	March 2019				
10	2016: Issue 4	10	September 2019				
11	2017: Issue 3	11	October 2019				
12	2018: Issue 3	12	October 2020				
13	2019: Issue 1	13	February 2021				
14	2019: Issue 2	14	March 2022				
15	2020: Issue 1	15	August 2022				
16	2020: Issue 2	16	September 2022				
17	2020: Issue 4	17	December 2022				
18	2021: Issue 1	18	January 2023				
19	2023: Issue 3	19	March 2023				
		20	July 2023				
		21	September 2023				
		22	January 2024				
		23	February 2024				
		24	March 2026				