**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: Dingwall Ford Sales Ltd o/a Dingwall Ford Kenora
927 Highway 17 East
Kenora, ON
P9N 1L9

TO: Cameron Dingwall

**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 Dingwall Ford Sales Ltd o/a Dingwall Ford Kenora and Cameron Dingwall 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. Dingwall Ford Sales Ltd o/a Dingwall Ford Kenora (the "Dealer") was first registered as a motor vehicle dealer under the Act in and around October 1982.

2. Cameron Dingwall (“Dingwall”) was first registered as a salesperson under the Act in and around October 2006. Since May 2026, Dingwall has been an Officer and since November 2025 Dingwall has been the Person in Charge of the day-to-day activities of the Dealer.

**Dealer’s Non-Compliance:**

3. On or about July 21, 2026, an OMVIC Representative attended the Dealer’s premises to make inquiries about the vehicles advertised for sale on the Dealer’s website, while posing as a member of the public (also known as a mystery shop).

***Retaining the service of unregistered salespersons***

4. At approximately 3:20 pm, the OMVIC Representative attended the Dealer’s premises with an advertisement of a vehicle for sale that was printed from the Dealer’s website.

5. The advertisement was for a white 2022 Ram 1500, stock# 6121, VIN# *172207, advertised for sale for $38,995.

6. Upon entering the premises, the Representative was greeted by a female receptionist and requested to speak with a salesperson regarding the 2022 Ram 1500 advertised for sale. The receptionist escorted the Representative to an office and introduced the Representative to "Jason”, who was seated at a sales desk.

7. Jason retrieved the keys for the 2022 Ram 1500, and both proceeded outside to view the vehicle. While reviewing the truck, Jason started the vehicle and described its features and trim level. Jason then, without prompting, directed the Representative to a white 2023 Ford F-150 (stock # K8682A) and discussed its features, comparing it to the 2022 Ram 1500.

8. The parties then returned to the same office. When asked for a business card, Jason advised he did not have one. Instead, he wrote his name “Jason Bowlin” and telephone number on a piece of paper.

9. The Representative then requested a written pricing quote. Jason left the office, stating he needed to speak with his manager. Upon returning, Jason advised that he could not provide a written quote because the individual responsible for preparing quotes was not present at the dealership. Jason then printed a vehicle history report, wrote his name and telephone number on it, and attached the business card of John Moore. When asked again for a quote, Jason stated that he would email one. A quote was never sent.

10. While seated at the desk, the Representative observed a Georgian College workbook he recognized as the course material used to prepare for registration as a motor vehicle salesperson. When asked about the workbook, Jason stated that it was the Georgian College certification course material and that he had been studying it because he needed to pass the course to become certified. When asked about his progress, Jason indicated that "life got in the way" of completing the test and suggested he might write it the following week.

11. Jason Bowlin, at all material times, was not a registered salesperson and has never been registered as a salesperson to the Dealer.

12. As such, the Dealer retained the services of an unregistered salesperson, contrary to section 4(3) of the Act, as well as sections 9(1) and 9(3) of the Code of Ethics.

**Dingwall's Non-Compliance:**

13. Dingwall, as a 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 22nd day of October, 2026.

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