

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 CANADIAN STERLING CORP. o/a NEED A CAR
USED CAR SUPERSTORE**

TO: **CANADIAN STERLING CORP. o/a NEED A CAR USED CAR
SUPERSTORE**
655 Memorial Avenue
Thunder Bay, ON P7B 3Z6

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

WHEREAS Canadian Sterling Corp. o/a Need A Car Used Car Superstore is registered pursuant to the *Motor Vehicle Dealers Act, 2002* (the "Act") and carries on business as a motor vehicle dealer.

AND WHEREAS Canadian Sterling Corp. o/a Need A Car Used Car Superstore 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 CANADIAN STERLING CORP. o/a NEED A CAR USED CAR
SUPERSTORE 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 26th day of April, 2026.



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