

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*

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NOTICE OF ORDER TO CEASE/RETRACT FALSE 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 and retraction of the use of such material.

REASONS

It is the Registrar's belief upon reasonable grounds that Canadian Sterling Corp. o/a Need A Car Used Car Superstore is publishing advertisements which include false, misleading or deceptive statements.

PARTICULARS

Background

1. Canadian Sterling Corp. o/a Need A Car Used Car Superstore (the "Dealer") is currently registered as a motor vehicle dealer under the Act. It was originally registered on or about October 29, 2007.
2. Anil Puri ("Puri") is a registered motor vehicle salesperson under the Act and was originally registered on or around February 2, 1996. Since on or about February 10, 2012, Puri has been a general manager and person in charge of the Dealer.

2023 Reminder to Comply with s. 36(7)

- On or around February 23, 2023, a representative of the Registrar informed Puri that advertisements made by on behalf of the Dealer were not compliant with s. 36(7) of O. Reg 333/08. In particular, the advertisement referred to a price of the vehicle and “taxes and fees.”

2025 Education Order

- On or about August 29, 2025, as a result of a “mystery shop” conducted by staff of the Ontario Motor Vehicle Industry Council (“OMVIC”) that revealed, *inter alia*, non-compliance with s. 36(7) of O. Reg 333/08, the Registrar ordered the Dealer to complete the OMVIC Advertising and Disclosure Presentation.

Current False, Misleading or Deceptive Advertising

- On or around January 6, 2026, a representative of the Registrar reviewed advertisements for motor vehicles posted on the Dealer’s website. Advertisements for the same vehicles were also published on CarGurus, an online platform for sellers to advertise motor vehicles that they are selling.
- Advertisements for the following vehicles were reviewed:

Vehicle	Advertised Price	
	Dealer Website	CarGurus
2021 Honda Civic (VIN: ***3623)	\$21,995	\$21,995
2014 Chevrolet Silverado (VIN: ***6131)	\$13,995	\$13,995
2019 Chevrolet Equinox (VIN: ***4317)	\$19,995	\$19,995
2018 Jeep Wrangler (VIN: *** 5138)	\$26,995	\$26,995
2023 Ford Bronco Sport (VIN: *** 9325)	\$30,995	\$30,995
2018 Jeep Grand Cherokee (VIN: ***8995)	\$21,995	\$21,995

Failure to Comply with All-In-Pricing Requirements

- Directly below the price advertised on the Dealer’s website, a statement indicates that the price does not include HST and licensing, consistent with s. 36(7) of O. Reg 333/08.
- In a font smaller than the advertised price and in a separate location, the advertisements on the Dealer’s website contain a statement that “[I]evy and other environmental or related levies, other taxes (including, where applicable, GST and PST or HST), additional options, license, insurance and registration are extra.”
- The advertisements for the vehicles on CarGurus make no mention of additional fees.
- 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 licensing, contrary to s. 36(7) of O. Reg 333/08 made under the Act.

As-Is Statement is Not Clear, Comprehensible and Prominent

11. In a font smaller than the advertised price and in a separate location, the advertisements on the Dealer's website contain a statement that "[t]his vehicle is not drivable, not certified. Certification is available for \$695.
12. The advertisements for the vehicles on the Dealer's website fail to indicate in a clear, comprehensible and prominent manner that the vehicles are being sold as-is or unfit for the advertised price. The advertisements fail to be clear and truthful in describing the features, benefits and prices connected with the motor vehicles in which the registrant trades and in explaining the products, services, programs and prices connected with those vehicles, contrary to s. 4(2) of O. Reg 332/08.
13. The advertisements for the vehicles on CarGurus make no mention of the vehicle being sold as-is or additional fees for certification.
14. For the foregoing reasons, 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 26th day of April, 2026.

A handwritten signature in blue ink, appearing to read 'Maureen Harquail', with a long horizontal flourish extending to the right.

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