

VIA COURIER & 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 1562651 Ontario Ltd. o/a Georgetown Kia

TO: 1562651 Ontario Ltd. o/a Georgetown Kia
15 Mountainview Road North
Georgetown, ON L7G 4T3

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

WHEREAS 1562651 Ontario Ltd. o/a Georgetown Kia is registered pursuant to the *Motor Vehicle Dealers Act, 2002* (the "Act") and carries on business as a motor vehicle dealer.

AND WHEREAS 1562651 Ontario Ltd. o/a Georgetown Kia 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 and/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 1562651 ONTARIO LTD. O/A GEORGETOWN KIA TO CEASE AND
RETRACT IMMEDIATELY THE USE OF ADVERTISEMENTS WHICH MAKE FALSE,
MISLEADING AND/OR DECEPTIVE STATEMENTS, AND IN PARTICULAR TO:**

1. **Cease the use of** false, misleading and/or deceptive statements or information, in any advertisement, regarding motor vehicle **pricing**, as applicable.
2. **Retract and publish a correction** of equal prominence as the original advertisements, regarding the false, misleading and/or deceptive statements regarding motor vehicle **pricing**, as applicable.

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 6th day of July, 2026.



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

VIA COURIER & E-MAIL

**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 1562651 Ontario Ltd. o/a Georgetown Kia

TO: 1562651 Ontario Ltd. o/a Georgetown Kia
15 Mountainview Road North
Georgetown, ON L7G 4T3

NOTICE OF ORDER TO CEASE & RETRACT FALSE ADVERTISING

WHEREAS 1562651 Ontario Ltd. o/a Georgetown Kia is registered pursuant to the *Motor Vehicle Dealers Act, 2002* (the "Act") and carries on business as a motor vehicle dealer.

AND WHEREAS 1562651 Ontario Ltd. o/a Georgetown Kia 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 and/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 1562651 Ontario Ltd. o/a Georgetown Kia is publishing advertisements which include false, misleading and/or deceptive statements.

PARTICULARS

Background

1. 1562651 Ontario Ltd. o/a Georgetown Kia (the "Dealer") is currently registered as a motor vehicle dealer under the Act. It was originally registered in or around June 2003.

Reminders to Comply

2. On or about February 27, 2024, a formal warning letter was issued to the Dealer, by an OMVIC representative, to remind the Dealer to comply with its all-in price advertising obligations pursuant to s. 36(7) of O. Reg. 333/08.

3. On or about December 16, 2025, a Section 14 Notice to Take Further Educational Courses regarding advertising and disclosure requirements, was issued to the two Persons in Charge of the Dealer. They subsequently completed the course requirements.

False Advertising

4. In and around March 2026, a Representative of the Registrar (the "Representative") conducted a review of the Dealer's online advertising.
5. In particular, the Representative discovered six (6) motor vehicle advertisements published on behalf of the Dealer on its website.
6. The vehicles were advertised on the Dealer's website with a prominent selling price plus "fees". The Representative selected "buy now" and then a pop-up screen appeared entitled "Pricing Breakdown" and indicated additional required fees would apply, in particular, a \$10 OMVIC fee and a \$100 gas fee.
7. The six (6) vehicle advertisements are particularized below:

	Vehicles	Advertised Price (prominent, main webpage)	Additional Fees (pop-up screen)
i	2022 GMC Sierra 1500 Stock #: P19965	\$32,799	\$10 OMVIC \$100 gas
ii	2023 Kia Soul GT-LINE LTD Stock #: P20179	\$25,950	\$10 OMVIC \$100 gas
iii	2017 Kia Sorento SX+ Stock #: P20304	\$22,950	\$10 OMVIC \$100 gas
iv	2017 Nissan Qashqai S Stock #: SL26066A	\$13,699	\$10 OMVIC \$100 gas
v	2021 Kia Soul EX+ Stock #: P20329C	\$15,950	\$10 OMVIC \$100 gas
vi	2019 Kia Sedona LX Stock #: SR25054A	\$20,450	\$10 OMVIC \$100 gas

8. As such, the Dealer's advertised vehicle prices did not include all mandatory fees and were not all-inclusive, contrary to s. 36(7) of O. Reg. 333/08. The Dealer thereby engaged in advertising in a manner that was false, misleading and/or deceptive, contrary

to s. 28 of the Act.

9. The Dealer included a "Pricing Breakdown" as part of its advertisements and misrepresented the OMVIC transaction fee to be \$10. The correct OMVIC transaction fee amount is \$22. As such, the Dealer engaged in advertising in a manner that was false, misleading and/or deceptive, contrary to s. 28 of the Act.

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 6th day of July, 2026.



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