

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 1754672 ALBERTA LTD. o/a TOYOTA ON
THE PARK**

TO: **1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK**
1077 Leslie St
Toronto, ON
M3C 2J7

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

WHEREAS 1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK is registered pursuant to the *Motor Vehicle Dealers Act, 2002* (the "Act") and carries on business as a motor vehicle dealer.

AND WHEREAS 1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK 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 1754672 ALBERTA LTD. o/a TOYOTA ON THE PARK 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 14th day of August 2026

A handwritten signature in black ink, consisting of a large loop followed by a series of smaller, fluid strokes.

Thaya Gengatharan

Deputy Registrar, Acting Registrar pursuant to s. 3(3) of the *Motor Vehicle Dealers Act, 2002*