

VIA COURIER
VIA E-MAIL

**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 1782998 ONTARIO INC.
o/a NORTHWAY FORD LINCOLN**

TO: 1782998 ONTARIO INC.
o/a NORTHWAY FORD LINCOLN
388 King George Road,
Brantford, N3T 5L8

ORDER TO IMMEDIATELY CEASE/RETRACT FALSE ADVERTISING

WHEREAS 1782998 ONTARIO INC. o/a NORTHWAY FORD LINCOLN is registered pursuant to the *Motor Vehicle Dealers Act, 2002* (the "Act") and carries on business as a motor vehicle dealer.

AND WHEREAS 1782998 ONTARIO INC. o/a NORTHWAY FORD LINCOLN 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.

**TAKE NOTICE THAT PURSUANT TO SECTION 29 OF THE ACT, THE REGISTRAR
HEREBY ORDERS 1782998 ONTARIO INC. o/a NORTHWAY FORD LINCOLN 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, and in particular the statements that violate s. 36 (7) of O. Reg. 333/08.

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.

DATED at Toronto, this 8th day of March, 2024.


Maureen Harquail
Registrar, *Motor Vehicle Dealers Act, 2002*