

**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 advertisement(s) made by 374547 ONTARIO INC. o/a NORTH BAY  
TOYOTA**

TO: 374547 ONTARIO INC. o/a NORTH BAY TOYOTA  
640 McKeown Avenue  
North Bay, P1B 7M2

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

WHEREAS 374547 ONTARIO INC. o/a NORTH BAY TOYOTA is registered pursuant to the *Motor Vehicle Dealers Act, 2002* (the "Act") and carries on business as a motor vehicle dealer.

AND WHEREAS 374547 ONTARIO INC. o/a NORTH BAY TOYOTA 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 374547 ONTARIO INC. o/a NORTH BAY TOYOTA 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, including the advertisements as particularized in the Notice of Order.

**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 <sup>20</sup> day of August, 2024.

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