

## DISCIPLINE DECISION

REVIEWING PANEL: Aviva Harari, Public Member  
Anne French, Registrant Member  
Paul Repar, Registrant Member

IN THE MATTER OF A DISCIPLINE HEARING HELD PURSUANT TO THE MOTOR  
VEHICLE DEALERS ACT, 2002, S.O. 2002, c.30, Sch. B

B E T W E E N :

ONTARIO MOTOR VEHICLE )  
INDUSTRY COUNCIL )  
- and - )  
BEATTIE CHRYSLER DODGE )  
JEEP RAM LTD. )  
- and - )  
KEVIN BEATTIE )  
)

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This matter proceeded by way of Rule 1.07 of the Rules of Practice before the Discipline Tribunal and the Appeals Tribunal. This Reviewing Panel has reviewed and considered written materials from the Parties together with a waiver of the requirement for an oral hearing and hereby makes the following Order:

**Date of Decision:** April 29, 2026

**Findings:** **Beattie Chrysler Dodge Jeep Ram Ltd. (the “Dealer”) has breached the following:**

- Sections 4(2) and 9(3) of the Code of Ethics, O. Reg. 332/08

**Kevin Beattie (“Beattie”) has breached the following:**

- Sections 6(2) and 9(3) of the Code of Ethics, O. Reg. 332/08

**Order:**

1. The Dealer shall pay a fine in the amount of **\$5,000** no later than one hundred and eighty (180) calendar days from the date of the Discipline Tribunal's Order.
2. Beattie shall successfully complete an OMVIC Advertising Compliance Webinar no later than ninety (90) calendar days from the date of the Discipline Tribunal's Order.
3. The Dealer shall offer to all current and future salespersons, employed by the Dealer, to fund their completion of the MVDA Key Elements Course, no later than ninety (90) calendar days from the date of the Discipline Tribunal's Order.

**Overview**

This matter proceeded on the basis of an Agreed Statement of Facts, dated March 19, 2026, a jointly proposed disposition and a waiver of oral hearing, pursuant to Rule 1.07 of the Rules of Practice before the Discipline Tribunal and the Appeals Tribunal. The Agreed Statement of Facts states in relevant part as follows:

**Withdrawals:**

The allegations contained in paragraphs 8-15 and 24-39 of the Notice of Referral to Discipline dated November 11, 2025, are withdrawn.

**Background:**

1. The Dealer was first registered as a motor vehicle dealer in and around April 1983.
2. The Dealer has two business locations registered with the Ontario Motor Vehicle Industry Council ("OMVIC"). The first location (the "Head Office Location") is at 8 Chase St, Brockville, ON, K6V 4Z2. The second location (the "Branch Location") is at 146 Stewart Blvd, Brockville, ON, K6V 4W6.
3. The Branch Location, Beattie Chrysler Dodge Jeep Ram Ltd. o/a Price Point Auto ("Price Point") was first registered as a motor vehicle dealer in and around May 1993.
4. Beattie was first registered as a salesperson in or around April 2006. At all material times, Beattie has been the Officer and Person in Charge of the day-to-day activities of the Dealer both at the Head Office Location and the Branch Location.

**OMVIC Publications**

5. Since the Act was proclaimed in 2010, OMVIC has issued various educational materials, including publications, webinars and guidelines, reminding registrants of their all-in price advertising obligations. Educational materials continue to be available on OMVIC's website.

**Direct Correspondence with Dealer:**

6. During an inspection of the Dealer on or about June 20, 2024, a representative of the Registrar (the "Inspector") reminded the Dealer to advertise all-inclusive prices, as required pursuant to section 36(7) of O. Reg. 333/08 and the Code of Ethics.

**Dealer's Non-Compliance:**

7. On or about August 20, 2025, the Inspector attended the Dealer's Head Office Location, for an inspection of the Dealer's books and records. The following issues of non-compliance were discovered as part of the inspection, as particularized below.

**2019 Jeep Cherokee 4WD (VIN# \*\*\*148673)**

8. On or before July 2, 2025, the Dealer published an advertisement for a 2019 Jeep Cherokee 4WD, Stock#: P1439 (VIN# \*\*\*148673) with an advertised price of \$20,995.
9. On or about July 11, 2025, the Dealer sold the vehicle to a consumer, while including the following charges in addition to the advertised price:
  - a. \$ 425 Administration fee
  - b. \$12.50 OMVIC fee
  - c. \$45.00 CarFax fee
10. The additional fees result in a total of \$482.50, which was added above the advertised price.
11. As a result, the Dealer's advertised vehicle price was not all-inclusive. This is contrary to section 36(7) of O. Reg. 333/08, as well as sections 4(2) and 9(3) of the Code of Ethics.
12. Upon noticing the fees added above the advertised price, the Dealer refunded the consumer in full.

**2017 Honda Accord Hybrid (VIN# \*\*\*800652)**

13. On or before July 2, 2025, the Dealer published an advertisement for a 2017 Honda Accord Hybrid, Stock#: P1434A (VIN# \*\*\*800652) with an advertised price of \$18,995.
14. On or about June 20, 2025, the Dealer sold the vehicle to a consume while including the following charges in addition to the advertised price:
  - a. \$ 425 Administration fee
  - b. \$12.50 OMVIC fee
15. The additional fees result in a total of \$437.50, which was added above the advertised vehicle price.
16. As a result, the Dealer's advertised vehicle price was not all-inclusive. This is contrary to section 36(7) of O. Reg. 333/08, as well as sections 4(2) and 9(3) of the Code of Ethics.
17. Upon noticing the fees added above the advertised price, the Dealer refunded the consumer in full.

### **Beattie's Non-compliance:**

18. Beattie, as a Person in Charge, failed to ensure that the Dealer and Price Point conducted its business in compliance with the Act, its regulations, and the Code of Ethics and thus personally contravened sections 6(2) and 9(3) of the Code of Ethics.

### **Code of Ethics Violations**

19. As particularized above, the Dealer have violated the following section of the Code of Ethics:

*Disclosure and marketing*

s. 4(2) A registrant shall ensure that all representations, including advertising, made by or on behalf of the registrant in connection with trading in motor vehicles, are legal, decent, ethical and truthful.

20. As particularized above, the Dealer and Beattie have violated the following section of the Code of Ethics:

*Professionalism*

s. 9(3) A registrant shall use the registrant's best efforts to prevent error, misrepresentation, fraud or any unethical practice in respect of a trade in a motor vehicle.

21. As particularized above, Beattie have violated the following section of the Code of Ethics:

*Accountability*

s. 6(2) A registered salesperson shall not do or omit to do anything that causes the registered motor vehicle dealer who employs or retains the salesperson to contravene this Regulation or any applicable law with respect to trading in motor vehicles.

### **Decision of the Reviewing Panel**

Having reviewed and considered the Agreed Statement of Facts and written submissions provided by the Parties, the Reviewing Panel is satisfied that the evidence contained in the Agreed Statement of Facts substantiates the allegations that: the Dealer breached sections 4(2) and 9(3) of the Code of Ethics and that Beattie has breached section 6(2) and 9(3) of the Code of Ethics.

The Reviewing Panel accepted the parties' proposed resolution for the reasons below.

### **Reasons for Decision**

In reviewing the joint submission on penalty, the Reviewing Panel must determine if the proposed resolution is in the public interest or if it is so disproportionate to the circumstances of the impugned behaviour that a reasonable person would believe it to be a miscarriage of justice. In doing this analysis, the Reviewing Panel must consider the goals of imposing an administrative penalty: specific deterrence of the offender, general deterrence for the motor vehicle sales industry, and rehabilitation and remediation for these particular offenders. In this

case, the panel finds that the penalty, while within a reasonable range, is on the lower end of what it considers appropriate in the circumstances. While panel does take into account that refunds were given, a penalty must be considered more than simply “the cost of doing business”. This panel hopes that with continuing education, no further breaches will occur.

### **Mitigating Factors**

The panel has also taken mitigating factors into account, primarily that the Applicants have accepted responsibility for their actions as evidenced by entering into an agreed statement of facts and joint submission on penalty.

Having considered all of the factors, the Reviewing Panel finds that the proposed penalty is consistent with other penalties imposed by the Discipline Tribunal for similar behaviour. The quantum of the penalty is adequate to signal to the industry that breaches of the regulations are serious offences, for which there are significant consequences.

The Panel is satisfied that the agreed upon penalty satisfies the sentencing principles of specific and general deterrence, maintains public trust, meets the objectives of rehabilitation and remedial action, and that the proposed penalty is in the public interest.

Ontario Motor Vehicle Industry Council  
Discipline Tribunal

Dated: April 29, 2026

*Aviva Harari*

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Aviva Harari, Public Member

On behalf of:  
Anne French, Registrant Member  
Paul Repar, Registrant Member