

DISCIPLINE DECISION

REVIEWING PANEL: Deb Mattina, Public Member
Jon Lemaire, Registrant Member
Paul Eros, 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 -	)
OLYMPIC MOTORS (ON) 1	)
CORPORATION o/a NIAGARA FALLS	)
NISSAN	)

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: July 8, 2026

Findings: **Olympic Motors (ON) 1 Corporation o/a Niagara Falls Nissan (the "Dealer") has breached the following:**

- Sections 4(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 **\$6,500** no later than 180 calendar days from the date of the Discipline Tribunal's Order.
2. 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 180 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 June 3, 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:

Background:

1. The Dealer was first registered as a motor vehicle dealer under the Act in or around October 2013.

OMVIC Publications

2. 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

3. On or about July 15, 2024, a representative of OMVIC issued a formal warning letter to the Dealer, reminding the Dealer to comply with its all-in price advertising obligations pursuant to s. 36(7) of O. Reg. 333/08 and the Code of Ethics.
4. During an inspection on or about October 21, 2021, a representative of the Registrar reminded the Dealer to comply with their all-in price advertising obligations pursuant to s. 36(7) of O. Reg. 333/08 and the Code of Ethics.

Dealer's Non-Compliance

5. On or about January 14, 2025, a representative of the Registrar (the "Representative") conducted a compliance review of the Dealer's website. It was discovered that a motor vehicle advertisement failed to comply with the all-in pricing requirements.
6. On or before January 14, 2025, the Dealer published an advertisement for a 2024 Nissan Murano (VIN: *2357) with an advertised price of \$47,499 plus taxes and licensing. However, once the Representative clicked on the website to view the pricing breakdown, a higher price of \$53,225 was advertised. It comprised of the sale price of \$47,499 plus the following additional fees:
 - i. "Freight & PDI, Levies" fees totaling \$2,230
 - ii. "Pre Tax Dealership Charges" fees totaling \$3,496
7. As a result, the Dealer's advertised vehicle price was not all-inclusive and was misleading. 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.

Code of Ethics Violations

11. As particularized above, the Dealer has violated the following sections 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.

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

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.

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

Reasons for Decision

The Reviewing Panel received and considered comprehensive written materials from the parties and was left satisfied that the proposed resolution has no risk of being contrary to the public interest. The outcome is clearly connected to the admitted breaches of the Code of Ethics and consistent with other outcomes ordered in this Tribunal in similar cases. In such circumstances, disposition under Rule 1.07 is appropriate and ordered accordingly

Ontario Motor Vehicle Industry Council

Discipline Tribunal

Dated: July 8, 2026



Deb Mattina, Public Member

On behalf of:

Jon Lemaire, Registrant Member

Pau Eros, Registrant Member