

VIA COURIER & 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 1562651 Ontario Ltd. o/a Georgetown Kia

TO: 1562651 Ontario Ltd. o/a Georgetown Kia
15 Mountainview Road North
Georgetown, ON L7G 4T3

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

WHEREAS 1562651 Ontario Ltd. o/a Georgetown Kia is registered pursuant to the *Motor Vehicle Dealers Act, 2002* (the "Act") and carries on business as a motor vehicle dealer.

AND WHEREAS 1562651 Ontario Ltd. o/a Georgetown Kia 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 and/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 1562651 ONTARIO LTD. O/A GEORGETOWN KIA TO CEASE AND
RETRACT IMMEDIATELY THE USE OF ADVERTISEMENTS WHICH MAKE FALSE,
MISLEADING AND/OR DECEPTIVE STATEMENTS, AND IN PARTICULAR TO:**

1. **Cease the use of** false, misleading and/or deceptive statements or information, in any advertisement, regarding motor vehicle **pricing**, as applicable.
2. **Retract and publish a correction** of equal prominence as the original advertisements, regarding the false, misleading and/or deceptive statements regarding motor vehicle **pricing**, as applicable.

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 6th day of July, 2026.



Maureen Harquail, KC, MPA, ICD.D.
Registrar, *Motor Vehicle Dealers Act, 2002*