

September 8, 2025

Administrative Review – 25-01-002
Served Personally

Administrative Penalty

CANMORE CHRYSLER DODGE JEEP RAM LTD.
101 BOW VALLEY TRAIL
CANMORE, AB
T1W 1N8

Attention: Ryan Davis and Robin Campbell

Dear Ryan Davis and Robin Campbell:

**Re: Canmore Chrysler Dodge Jeep Ram Ltd.
– Provincial Automotive Business Licence No. B2004556**

As the Director of Fair Trading (as delegated) (the “Director”), I am writing to you pursuant to Section 158.1(1) of the *Consumer Protection Act* (“CPA”) to provide you with written notice of the Administrative Penalty issued under.

Facts

The evidence before me in relation to this matter consists of the material contained in an Alberta Motor Vehicle Industry Council (“AMVIC”) industry standards department application report (the “Application Report”) prepared by an industry standards officer (“ISO”) and the manager of industry standards. A copy of the Application Report is attached as Schedule “A” to this letter.

Licensee Status

Canmore Chrysler Dodge Jeep Ram Ltd. (the “Supplier”) holds an automotive business licence and is licensed to carry on the designated business activities of new and used sales, leasing, garage and wholesale sales in the Province of Alberta.

Direct communications with the Supplier and its representatives

1. On May 15, 2015, a AMVIC industry standards inspection was completed at the business location of the Supplier. A Findings Letter outlining the inspection findings was completed and sent to the Supplier on May 15, 2015. The Findings Letter outlined some concerns including but not limited to:
 - a) Advertising issues contrary to requirements in Section 76 of the CPA and Section 6 of the Cost of Credit Disclosure Regulation (“COC”).

2. On Oct. 10, 2017, a second AMVIC industry standards inspection was completed on the Supplier. A Findings Letter outlining the inspection findings was completed and sent to the Supplier on Oct. 19, 2017. The Findings Letter outlined some concerns including but not limited to:
 - a) One salesperson designated to act on behalf of the Supplier to sell vehicles had an expired salesperson registration contrary to the Automotive Business Regulation ("ABR").
 - b) During the inspection, 10 deals were reviewed by the ISO that had an advertisement to compare with the vehicle that was sold, one did not reflect all-in pricing contrary to Section 11(2)(l) of the Automotive Business Regulation ("ABR").
 - c) Various issues with the completion of and/or disclosure of Mechanical Fitness Assessments ("MFAs") contrary to Section 15(1) of the Vehicle Inspection Regulation ("VIR").
3. On Jan. 3, 2024, a third AMVIC industry standards inspection was completed on the Supplier. A Findings Letter outlining the inspection findings was completed and sent to the Supplier on Jan. 11, 2024. The Findings Letter outlined some concerns including but not limited to:
 - a) During the inspection, one deal that was reviewed by the ISO did not reflect all-in pricing contrary to Section 11(2)(l) of the ABR.
 - b) A number of the bills of sale ("BOS") that were reviewed in the deal jackets had issues contrary to Section 31.2 of the ABR.
4. As a result of the inspection completed conducted on Jan. 3, 2024, a warning letter was sent to the Supplier on Jan. 12, 2024.
5. On Oct. 16, 2024, a fourth AMVIC industry standards inspection was completed on the Supplier. A Findings Letter outlining the inspection findings was completed and sent to the Supplier on Oct. 28, 2024. The Findings Letter outlined some concerns including but not limited to:
 - a) During the inspection, 11 deals were reviewed by the ISO that had an advertisement to compare with the vehicle that was sold, two did not reflect all-in pricing contrary to Section 11(2)(l) of the ABR.
 - b) Advertising issues contrary to requirements in Section 11 of the ABR.
 - c) Various issues with the completion of and/or disclosure of MFAs contrary to Sections 15(1) and 16 of the VIR.
 - d) A number of BOS that were reviewed in the deal jackets had issues contrary to Section 31.2 of the ABR.
6. Selling a vehicle over the advertised price was found in three of the four AMVIC inspections, based on the Findings Letters provided to the Supplier following each AMVIC industry standards inspection.
7. The Proposed Administrative Penalty dated Aug. 5, 2025 was served to the Supplier on Aug. 5, 2025. The Proposed Administrative Penalty provided the Supplier an opportunity to make written representations by Sept. 5, 2025. The Supplier did not submit written representations in response to the Proposed Administrative Penalty.

Applicable Legislation

Automotive Business Regulation

Advertising

Section 11

(2) A business operator must ensure that every advertisement for an automotive business that promotes the use or purchase of goods or services

- (l) includes in the advertised price for any vehicle the total cost of the vehicle, including, but not limited to, all fees and charges such as the cost of accessories, optional equipment physically attached to the vehicle, transportation charges and any applicable taxes or administration fees, but not including GST or costs and charges associated with financing, and
- (n) does not use false, misleading or deceptive statements, and

General codes of conduct

Section 12

Every business operator must comply with section 6 of the Act and in addition must

- (o) comply with any legislation that may apply to the selling, leasing, consigning, repairing, installing, recycling or dismantling of vehicles.

Bill of sale

Section 31.2

(1) A business operator engaged in automotive sales must use a bill of sale that includes the following:

- (a) the name and address of the consumer;
- (b) the number of the government-issued identification that the business operator uses to confirm the identity of the consumer;
- (c) the name, business address and licence number of the business operator;
- (d) if a salesperson is acting on behalf of the business operator, the name and registration number of the salesperson;
- (e) the make, model and model year of the vehicle;
- (f) the colour and body type of the vehicle;
- (g) the vehicle identification number of the vehicle;
- (h) the date that the bill of sale is entered into;
- (i) the date that the vehicle is to be delivered to the consumer;
- (j) an itemized list of all applicable fees and charges the consumer is to pay, including, without limitation:
 - (i) charges for transportation of the vehicle;
 - (ii) fees for inspections;
 - (iii) fees for licensing;
 - (iv) charges for warranties;
 - (v) taxes or levies, including GST;
- (k) the timing for payment by the consumer of the fees and charges under clause (j);
- (l) an itemized list of the costs of all extra equipment and options sold to the consumer in connection with the vehicle or installed on the vehicle at the time of sale;

- (m) the total cost of the vehicle, which must include the fees, charges and costs listed under clauses (j) and (l);
 - (n) the down payment or deposit paid by the consumer, if any, and the balance remaining to be paid;
 - (o) if the consumer is trading in another vehicle to the business operator in connection with the purchase of the vehicle,
 - (i) information about the vehicle being traded in, and
 - (ii) the value of the trade-in allowance incorporated into the cost of purchase of the vehicle;
 - (p) the balance of any outstanding loan that is incorporated into the cost of purchase of the vehicle;
 - (q) if, in connection with the purchase of the vehicle, the business operator enters into a credit agreement with the consumer or arranges a credit agreement for the consumer, the disclosure statement required under Part 9 of the Act;
 - (r) an itemized list of any items or inducements the business operator agrees to provide with the vehicle at no extra charge;
 - (s) the odometer reading of the vehicle at the time the bill of sale is entered into, if the vehicle has an odometer and the odometer reading is available to the business operator;
 - (t) the maximum odometer reading of the vehicle at the time of delivery to the consumer if the vehicle has an odometer and
 - (i) the odometer reading is not available to the business operator at the time the bill of sale is entered into, or
 - (ii) the vehicle is a new, specifically identified vehicle;
 - (u) any mechanical fitness assessment that has been issued under the Vehicle Inspection Regulation (AR 211/2006);
 - (v) any disclosure statement or documentation respecting a vehicle's previous use, history or condition, including disclosure statements or documentation required under the laws of another jurisdiction;
 - (w) a declaration that the business operator has disclosed to the consumer the information required under section 31.1.
- (2)** The business operator must ensure that all restrictions, limitations and conditions imposed on the consumer under the bill of sale are stated in a clear and comprehensible manner.

Vehicle Inspection Regulation

Sale of used motor vehicle

Section 15

- (1)** Subject to subsection (2), a dealer in used motor vehicles shall, before entering into a contract to sell a motor vehicle, give to the buyer a used motor vehicle mechanical fitness assessment that contains the following:
- (a) a statement identifying the type of motor vehicle as a truck, motorcycle, bus, van, light truck, automobile or other type of motor vehicle;
 - (b) a statement showing the make, model, year, vehicle identification number, odometer reading in kilometres or miles, licence plate number and province of registration of the vehicle;

- (c) the name and address of the dealer selling the vehicle and the name of the technician who issued the mechanical fitness assessment;
- (d) a statement that the mechanical fitness assessment expires 120 days after the date on which it was issued;
- (e) a statement certifying that at the time of sale the motor vehicle
 - (i) complies with the Vehicle Equipment Regulation (AR 122/2009), or
 - (ii) does not comply with the Vehicle Equipment Regulation (AR 122/2009) and containing a description of the items of equipment that are missing or do not comply with the Vehicle Equipment Regulation (AR 122/2009);
- (f) the signature of the technician who conducted the mechanical fitness assessment;
- (g) the date the mechanical fitness assessment was issued.

Expiry of mechanical fitness assessment**Section 16**

A dealer's mechanical fitness assessment provided under section 15(1) for a used motor vehicle expires 120 days after the date on which it was issued.

Consumer Protection Act**Interpretation of documents****Section 4**

If a consumer and a supplier enter into a consumer transaction, or an individual enters into a contract with a licensee and the licensee agrees to supply something to the individual in the normal course of the licensee's business, and

- (a) all or any part of the transaction or contract is evidenced by a document provided by the supplier or licensee, and
- (b) a provision of the document is ambiguous,

the provision must be interpreted against the supplier or licensee, as the case may be.

Administrative Penalties**Notice of administrative penalty****Section 158.1**

(1) If the Director is of the opinion that a person

- (a) has contravened a provision of this Act or the regulations, or
- (b) has failed to comply with a term or condition of a licence issued under this Act or the regulations,

the Director may, by notice in writing given to the person, require the person to pay to the Crown an administrative penalty in the amount set out in the notice.

(2) Where a contravention or a failure to comply continues for more than one day, the amount set out in the notice of administrative penalty under subsection (1) may include a daily amount for each day or part of a day on which the contravention or non-compliance occurs or continues.

(3) The amount of an administrative penalty, including any daily amounts referred to in subsection (2), must not exceed \$100 000.

(4) Subject to subsection (5), a notice of administrative penalty shall not be given more than 3 years after the day on which the contravention or non-compliance occurred.

(5) Where the contravention or non-compliance occurred in the course of a consumer transaction or an attempt to enter into a consumer transaction, a notice of administrative penalty may be given within 3 years after the day on which the consumer first knew or ought to have known of the contravention or non-compliance but not more than 8 years after the day on which the contravention or non-compliance occurred.

Right to make representations

Section 158.2

Before imposing an administrative penalty in an amount of \$500 or more, the Director shall

- (a) advise the person, in writing, of the Director's intent to impose the administrative penalty and the reasons for it, and
- (b) provide the person with an opportunity to make representations to the Director.

Vicarious liability

Section 166

For the purposes of this Act, an act or omission by an employee or agent of a person is deemed also to be an act or omission of the person if the act or omission occurred

- (a) in the course of the employee's employment with the person, or
- (b) in the course of the agent's exercising the powers or performing the duties on behalf of the person under their agency relationship.

Analysis – Did the Supplier fail to comply with the provisions of the ABR and VIR?

An AMVIC industry standards inspection was completed on May 15, 2015. The inspection findings were discussed with the Supplier and a Findings Letter was emailed to the Supplier on May 15, 2015. The Findings Letter addressed legislative breaches found during the inspection.

A second AMVIC industry standards inspection was completed on Oct. 10, 2017. The inspection findings were discussed with the Supplier and a Findings Letter was emailed to the Supplier on Oct. 19, 2017. The Findings Letter addressed a number of legislative breaches including the Supplier selling vehicles above the advertised price in one instance.

On Jan. 3, 2024, a third AMVIC industry standards inspection was completed. The inspection findings were discussed with the Supplier and a Findings Letter was emailed to the Supplier on Jan. 11, 2024. The Findings Letter addressed a number of legislative breaches including the Supplier selling vehicles above the advertised price in one instance. As a result of the inspection completed conducted on Jan. 3, 2024, a warning letter was emailed to the Supplier on Jan. 12, 2024.

On Oct. 16, 2024 a fourth AMVIC industry standards inspection was completed on the Supplier. A Findings Letter outlining the inspection findings was completed and sent to the Supplier on Oct. 28, 2024. Based on the facts outlined by in the Application Report and supporting documents (see Schedule "A"), I will be considering the alleged breaches from the October 2024 AMVIC industry standards inspection.

A. Selling Above Advertised Price (11(2)(l) ABR)

During the Oct. 16, 2024 inspection, the ISO found two vehicles were sold above the advertised price. Prices advertised must include all fees the seller intends to charge. The only fee that can be added to the advertised price is the goods and services tax ("GST"), and costs associated with financing as per Section 11(2)(l) of the ABR. Pre-installed products such as batteries and anti-theft must be included in the advertised price. Destination fees, documentation fees, the AMVIC levy and tire recycling levy must be included in the advertised price. In these two consumer transactions the Supplier derived an economic benefit of **\$1,288** at the cost of the consumers.

- Stock No. 23-9594A was sold over the advertised price by \$559.
- Stock No. 24-9603 was sold over the advertised price by \$729.

The Application Report on page two, states 30 retail vehicle sale files were reviewed. Of the 30 vehicle sale files, 11 vehicles had an advertisement to compare against the sold vehicle file and two vehicles were sold over the advertised price contrary to Section 11(2)(l) of the ABR.

The Supplier was provided the education and the relevant legislation in the Findings Letter following each inspection and has had the opportunity to rectify their business practices, however continue to engage in selling over the advertising price.

The Director finds that on a balance of probabilities, the Supplier has breached Section 11(2)(l) of the ABR.

B. Bill of Sale Issues (31.2(1) ABR)

On Oct. 31, 2018, legislation was put into effect with regards to BOS requirements. Between Sept. 25, 2018 and Nov. 6, 2018, AMVIC sent out a number of industry bulletins, updated the AMVIC website with information regarding the legislative amendments, sent multiple bulletins to inform the industry and the public regarding the changes, updated social media regularly, sent out a special edition of the IMPACT newsletter to the industry regarding the legislative changes and all AMVIC employees had an email signature attached to staff emails regarding the legislative changes. These are just a few of the initiatives that AMVIC took to ensure all licensees were advised of the legislative changes that were coming into effect on Oct. 31, 2018 regarding the BOS.

In reviewing the documentation before me, relating to the most recent inspection conducted on Oct. 16, 2024, it is noted that the Supplier continues to not comply with the rather straightforward legislation when completing their BOS despite previous education.

The BOS reviewed and the following breaches and deficiencies were identified:

- Twenty five BOS (see Schedule "A"; Exhibits 13-37) were missing the consumer's government-issued identification number as required by Section 31.2(1)(b) of the ABR.
- BOS in relation to Stock No. 24-7609A and Stock No. 24-9553 (see Schedule "A"; Exhibits 38-39) were missing the delivery date as required by Section 31.2(1)(i) of the ABR.

- BOS in relation to Stock No. 24-7601, Stock No. 22-5703, Stock No. 23-95147, Stock No. 23-95147, Stock No. 23-95146, and Stock No. 23-95193 (see Schedule "A"; Exhibits 40-44) did not have the cashback itemized on the BOS as required by Section 31.2(1)(r) of the ABR.
- Stock No. OP2324 (see Schedule "A"; Exhibit 45) did not have the charge for the transportation of the vehicle itemized on the BOS as required by Section 31.2(1)(j)(i) of the ABR.
- BOS in relation to Stock No. 23-95132 and Stock No. 24-9603 (see Schedule "A"; Exhibits 46-47) did not have the registration fee and the PPSA fee itemized on the BOS as required by Section 31.2(1)(j) of the ABR.

In accordance with Section 166 of the CPA, the Supplier is vicariously liable for all records created and maintained by an employee or agent acting on behalf of the Supplier in the course of completing the Supplier's delegated business activities.

Based on the evidence before me, on a balance of probabilities, I find the Supplier has breached Section 31.2(1) of the ABR.

C. MFA Issues (15(1) and 16 VIR)/ General Code of Conduct (12(o) ABR)

The MFA is required as per Section 15(1) of the VIR. The VIR is a regulation under the *Traffic Safety Act* ("TSA"). The requirement to provide an MFA is required under the TSA and is therefore in the jurisdiction of Alberta Transportation. Although the MFA falls under the requirement of Alberta Transportation, it comes into AMVIC's purview in the course of our mandated duties as per a number of legislated sections that apply to following all legislation applicable to the sale of motor vehicles such as Section 12(o) of the ABR and Section 127(b)(v.1) of the CPA.

The MFAs reviewed identified the following issues and concerns:

- The MFA in relation to Stock No. 23-9594A (Schedule "A"; Exhibit 10) was expired by 67 days. As per Section 16 of the VIR, MFAs expire after 120 days, therefore the Supplier did not provide the consumer a valid MFA.
- The MFAs in relation to Stock No. OP2324 and Stock No. OP2371 (Schedule "A"; Exhibits 11-12) were issued after the BOS date indicating the consumer did not see the MFA before entering into a contract, contrary to Section 15 of the VIR. Section 15(1) of the VIR requires the MFA to be provided before entering into a contract to sell a motor vehicle.

By failing to complete the MFA as per legislative requirements, based on the evidence before me, on a balance of probabilities, I find the Supplier has breached the legislative requirements as per Sections 15(1) and 16 of the VIR, and Section 12(o) of the ABR.

D. Other Advertising Concerns (11(2)(n) ABR)

The Supplier's website disclaimer states the following:

"...While every reasonable effort is made to ensure the accuracy of this data, we are not responsible for any errors or omissions contained on these pages. Please verify any information in question with a dealership sales representative. Information provided at this site does not

constitute an offer or guarantee of available prices or financing. All product illustrations, prices and specifications are based upon current information at the time of programming. Although descriptions are believed correct, complete accuracy cannot be guaranteed. We reserve the right to make changes at any time, without notice or obligation, in the information contained on this site including and without limitation to prices, incentive programs, specifications, equipment, colours, materials, and to change or discontinue models. In rare cases the images, pricing and options shown are examples, only, and may not reflect exact vehicle colour, trim, options, pricing or other specifications. Images shown may not necessarily represent identical vehicles in transit to the dealership. See your dealership sales representative for actual price, payments and complete details."

Section 11(2)(n) of the ABR indicates a business operator must ensure that every advertisement for an automotive business that promotes the use or purchase of goods or services does not use false, misleading or deceptive statements. The Supplier is responsible and accountable for all advertisements that are published in their name. Using fine print or disclaimers do not exempt or protect their advertisements from following the legislation. The disclaimer is misleading to the consumer as advertisements must be in accordance with actual conditions, situations and circumstances.

The average consumer is not knowledgeable on the legislation that governs the automotive industry and would not know that these statements are not true. The business practice of having disclaimer statements on their website that are not in line with the legislative requirements communicate to consumers that the Supplier's advertisement does not need to be accurate. It misleads consumers to believe the Supplier can tell them the advertisement is not accurate and can lead to potential harm to consumers.

Based on the evidence before me, on a balance of probabilities, I find the Supplier has breached Section 11(2)(n) of the ABR.

E. Other Considerations

In addition to the individual education AMVIC provided the Supplier in the form of the Findings Letters provided after each AMVIC industry standards inspection, AMVIC has issued industry bulletins and newsletters over the past two years explaining advertising regulations to educate the automotive industry as a whole. As a licensed member of the automotive industry, the Supplier would have received the AMVIC industry bulletins and newsletters, and in the opinion of the Director, is expected to have reviewed these education bulletins and newsletters to ensure their business practices are in compliance.

There exists an onus on the Supplier to do their due diligence and ensure they are complying with the legislation that governs the regulated industry they have chosen to be a member of. The Supreme Court of British Columbia in *Windmill Auto Sales & Detailing Ltd. v. Registrar of Motor Dealers, 2014 BCSC 903* addressed the issue of the onus and responsibility the Supplier has when operating within a regulated industry. The court at paragraph 59 stated:

“In my view, it is incumbent upon a party that operates within a regulated industry to develop at least a basic understanding of the regulatory regime, including its obligations under the regime, as well as the obligations, and the authority, of the regulator.”

The Supplier's business practices discussed above leverages the Supplier's knowledge and position, and does not foster a level playing field between the consumer and the Supplier, leading to financial harm to consumers. It further concerns the Director that the Supplier has continued to breach rather straightforward legislation, to the financial detriment of consumers, despite the education provided by AMVIC.

The aggravating factors in this matter include the resulting financial impact adversely affecting the consumer due to paying over the advertised price, in two transactions the Supplier derived an economic benefit of **\$1,288** and continued non-compliance with the rather straightforward requirements of the legislation despite education provided to the Supplier.

This Administrative Penalty is taking into account the number and seriousness of the contraventions of the legislation found during the third inspection; and the aggravating factors listed above.

The amount of the Administrative Penalty cannot be viewed as a cost of doing business but rather as a deterrent for continuing to engage in non-compliant business practices.

Action

In accordance with Section 158.1(a) of the CPA and based on the above facts, I am requiring that Canmore Chrysler Dodge Jeep Ram Ltd. pay an Administrative Penalty. This is based on my opinion that Canmore Chrysler Dodge Jeep Ram Ltd. has contravened Sections 11(2)(l), 11(2)(n), 12(o) and 31.2 of the ABR and Sections 15(1) and 16 of the VIR.

Taking into consideration all the evidence currently before the Director, the amount of the Administrative Penalty is **\$8,250**.

The amount takes into consideration the factors outlined in Section 2 of the Administrative Penalties (*Consumer Protection Act*) Regulation, AR 135/2013 and the principles referenced in *R v Cotton Felts Ltd., (1982), 2 C.C.C (3d) 287 (Ont. C.A.)* as being applicable to fines levied under regulatory legislation related to public welfare including consumer protection legislation. In particular the Director took into account:

1. The harm on the persons adversely affected by the contraventions or failure to comply;
2. The economic benefit derived from the contraventions or failure to comply;
3. Administrative Penalties issued in similar circumstances;
4. The maximum penalty under Section 158.1(3) of the CPA of \$100,000; and
5. The deterrent effect of the penalty.

The amount of the Administrative Penalty is \$8,250

Pursuant to Section 3 of the Administrative Penalties (*Consumer Protection Act*) Regulation, you are required to submit payment within **thirty (30) days** of the date of service of this notice. Failure to pay the Administrative Penalty will result in a review of the licence status. Payment may be made payable to the **"Government of Alberta"** and sent to AMVIC at:

Suite 303, 9945 – 50th Street
Edmonton, AB T6A 0L4.

If payment has not been received in this time period, the Notice may be filed in the Court of King's Bench and enforced as a judgement of that Court pursuant to Section 158.4 of the CPA and further disciplinary action will be considered.

Section 179 of the CPA allows a person who has been served a notice of Administrative Penalty to appeal the penalty. To appeal the penalty, the person must serve the Minister of Service Alberta and Red Tape Reduction

Minister of Service Alberta and Red Tape Reduction
103 Legislature Building
10800 - 97 Avenue NW
Edmonton, AB
Canada T5K 2B6

with a notice of appeal within **thirty (30) days** after receiving the notice of Administrative Penalty. The appeal notice must contain your name, your address for service, details of the decision being appealed and your reasons for appealing.

Pursuant to Section 180(4) of the CPA, service of a notice of appeal operates to stay the Administrative Penalty until the appeal board renders its decision on the appeal or the appeal is withdrawn.

Under Section 4 of the Administrative Penalties (*Consumer Protection Act*) Regulation, the fee for appealing an Administrative Penalty is the lesser of \$1,000 or half the amount of the penalty. As such, the fee for an appeal of this Administrative Penalty, should you choose to file one, would be \$1,000. Should you choose to appeal this Administrative Penalty, you must send the appeal fee to the Minister of Service Alberta and Red Tape Reduction at the above noted address, made payable to the "Government of Alberta".

Yours truly.

"original signed by"

Alberta Motor Vehicle Industry Council (AMVIC)
Katie Lockton, Deputy Registrar
Director of Fair Trading (as Delegated)

KL/ks
Encl.

cc: [REDACTED], Manager of Industry Standards, AMVIC