



ALBERTA MOTOR VEHICLE
INDUSTRY COUNCIL

Alberta Motor Vehicle Industry Council
ALBERTA'S AUTOMOTIVE REGULATOR

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amvic.org

Feb. 11, 2026

File # 25-08-144

DIRECTOR'S ORDER UNDER SECTION 157 OF THE *CONSUMER PROTECTION ACT*

TO

Shah Mahmood AHMADI

SHAH TIRES INC.

AND

ANY EMPLOYEE, REPRESENTATIVE, OR AGENT OF THE ABOVE

This Director's Order was issued under Section 157(1) of the *Consumer Protection Act* (CPA) in response to, in the opinion of the Director, contraventions of the CPA. As mandated by Section 157(3), a person or publisher who is subject to an order under this section may appeal under Section 179.

Pursuant to Section 179, to appeal the order, the person must serve the Minister of Service Alberta and Red Tape Reduction with a notice of appeal within **thirty (30) days** after receiving the order. Please include your name, your address for service, details of the order being appealed and your reasons for appealing.

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ISSUE(S)

The Alberta Motor Vehicle Industry Council (AMVIC) has identified the following issues during the course of an investigation.

Shah Mahmood AHMADI of Shah Tires Inc. is engaged in unlicensed, designated automotive business activity. The respondent is engaged in automotive sales, an activity that is not specified on the licence in contravention of the following:

Consumer Protection Act (CPA)

Section 104(1) – unlicensed business

Automotive Business Regulation (ABR)

Section 3 (7) A person who holds an automotive business licence is not authorized to carry on any class or classes of activities that are not specified on the licence

Designation of Trades and Business Regulation

Section 1(2)

(a) “automotive business” means the activities of

- (i) Buying or selling vehicles, whether as a retailer or wholesaler, including the selling of vehicles on consignment

DIRECTOR'S ORDER

That Shah Mahmood AHMADI of SHAH TIRES INC. and any other employee, representative or agent, **immediately cease engaging in a designated automotive business** within the province of Alberta until properly licensed as per Section 104(1) of the *Consumer Protection Act*.

Shah Mahmood AHMADI must immediately:

Cease all unlicensed, designated automotive business activity while unlicensed to do so under Section 104(1) of the *Consumer Protection Act*.

1. Remove all ads on mass media that offer unlicensed, designated automotive business activity until properly licensed with the regulator AMVIC, to engage in this activity.

NON-COMPLIANCE WITH ORDER

ANY PERSON WHO FAILS TO COMPLY WITH AN ORDER OF THE DIRECTOR UNDER SECTION 157 OF THE CONSUMER PROTECTION ACT CONTRAVENES THIS ACT AND IS GUILTY OF AN OFFENCE AND MAY BE PROSECUTED PURSUANT TO SECTION 163 OF THE CONSUMER PROTECTION ACT.

REFUSAL, SUSPENSION, CANCELLATION, TERMS

SECTION 127(b)(i) CONSUMER PROTECTION ACT STATES:

THE DIRECTOR MAY REFUSE TO ISSUE OR RENEW A LICENCE, MAY CANCEL OR SUSPEND A LICENCE AND MAY IMPOSE TERMS AND CONDITIONS ON A LICENCE FOR THE FOLLOWING REASONS:

(i) FAILS TO COMPLY WITH AN ORDER OF THE DIRECTOR UNDER SECTION 129 OR 157, UNLESS, IN THE CASE OF AN ORDER UNDER SECTION 129 OR 157, THE ORDER HAS BEEN STAYED.

"original signed by"

Gerald Gervais, Registrar
Alberta Motor Vehicle Industry Council (AMVIC)
Director of Fair Trading (as delegated)
February 11, 2026