

Feb. 24, 2026

File # 26-02-369

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

TO

Reece Johan THOEN

(Director)

AND

2524330 Alberta Ltd.

Trade Name: Outback Trailers

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 issue during the course of an investigation.

Reece Johan THOEN and 2524330 Alberta Ltd. doing business as Outback Trailers, at [REDACTED] and [REDACTED] are engaged in a designated automotive business without authorization to do so, as issued by the regulator AMVIC.

Consumer Protection Act

Licence Required – designated business

104(1) No person may engage in a designated business unless the person holds a licence under this Act that authorizes the person to engage in that business.

DIRECTOR'S ORDER

Reece Johan THOEN and 2524330 Alberta Ltd. doing business as Outback Trailers and any other employee, representative or agent, **immediately cease engaging in unlicensed automotive business activity** within the province of Alberta until properly licensed as per Section 104(1) of the *Consumer Protection Act* (CPA).

Reece Johan THOEN and 2524330 Alberta Ltd. doing business as Outback Trailers, must immediately:

1. Cease engaging in unlicensed automotive business activity while unlicensed to do so under Section 104(1) of the *Consumer Protection Act*.
2. Remove any and all mass media communication sites and platforms that solicit the unlicensed activity until it has been issued a licence to lawfully operate by the regulator AMVIC.

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 AND 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 25, 2026