

April 16, 2026

Administrative Review – 26-02-004
Served via email: [REDACTED]

Administrative Penalty

KASH AUTOMOTIVE GROUP LTD.
o/a KASH AUTO GALLERY
2730 23 STREET NE
CALGARY, AB
T2E 8L2

Attention: Sufyan Iqbal

Dear Sufyan Iqbal:

**Re: Kash Automotive Group Ltd. operating as Kash Auto Gallery
– Provincial Automotive Business Licence No. B2017920**

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 that section.

Facts

The evidence before me in relation to this matter consists of the material contained in an Alberta Motor Vehicle Industry Council (“AMVIC”) investigations department application report (the “Application Report”) prepared by the investigator and the senior manager of investigation. A copy of the Application Report is attached as Schedule “A” to this letter. I have also taken into consideration the information exchanged during the administrative review held via teleconference call on March 10, 2026, as well as the written representations and supporting documents submitted to the Director in advance of the scheduled administrative review on March 4, 2026, attached as Schedule “B”. The Supplier provided written representations via email dated April 16, 2026 (attached as Schedule “E”), in response to the Proposed Administrative Penalty, which I have also taken into consideration.

Licensee Status

Kash Automotive Group Ltd. o/a Kash Auto Gallery (the “Supplier”) holds an automotive business licence and carries on business as an automotive sales business in the province of Alberta. Kash Automotive Group Ltd. o/a Kash Auto Gallery operates in Calgary, Alberta and holds a current AMVIC business licence and is authorized for the business activities of retail sales, wholesale, agent/broker and leasing.

Administrative Review

An administrative review was held on March 10, 2026, at approximately 9 a.m., via teleconference call. Participating in the administrative review were Sufyan Iqbal, owner and director of the Supplier; N. M [REDACTED], AMVIC investigator; H. E [REDACTED], AMVIC investigator; T. J [REDACTED], AMVIC manager of investigations south; and G. Gervais, Director of Fair Trading (as delegated).

At the start of the administrative review, the Supplier advised it was not necessary for the AMVIC investigator to go over all of the investigative material, and the investigator instead presented a summary of the Application Report and supporting documentation.

Enforcement History

- A. On April 13, 2023, the Supplier was issued a Director's Order for failing to provide requested documents and for engaging in unlicensed automotive repair activity
- B. On July 5, 2023, the Supplier entered into a Voluntary Undertaking.
- C. On Oct. 19, 2023, conditions were imposed on the Supplier for a period of 12 months which included but were not limited to comply with all regulations, ensure all salespeople are properly registered with AMVIC and to notify the Director within 15 days of any business change in accordance with Section 134 of the CPA, which included any change in address.

Educational Findings Letters

- D. On Nov. 7, 2023, the Supplier was sent an industry standards findings letter in regards to mechanical fitness assessment ("MFA") compliance issues, compliance issues with disclosure of information, levy and goods and services tax ("GST") remittance issues and bill of sale ("BOS") compliance issues.
- E. On Nov. 8, 2023, the Supplier was sent an investigation findings letter including but not limited to record keeping, BOS compliance issues and MFA compliance issues.

Summary of Investigation

Case File 25-12-151

1. On Dec. 2, 2025, AMVIC investigator M [REDACTED] attended [REDACTED] with AMVIC investigator K [REDACTED] to serve documents to another automotive business. While onsite, investigators were informed that some of the vehicles on the lot belonged to the Supplier who was in the process of moving to the location at [REDACTED].

2. Investigator M [REDACTED] spoke with Tayyab Afzal, an employee of the Supplier who was onsite at [REDACTED]. Mr. Afzal stated that he was not a salesperson but an “*administrator*” for the Supplier and the owner Sufyan Iqbal.
3. Mr. Afzal was informed that the Supplier could not operate at this business location until properly licensed for this location. Mr. Afzal advised investigator M [REDACTED] that the owner for the Supplier was dealing with the licensing requirements and that the Supplier was not operating at the [REDACTED] location.
4. Investigator M [REDACTED] obtained the vehicle inventory list for the Supplier and the business card for Mr. Afzal which listed his phone number as [REDACTED].
5. A will state from AMVIC investigator K [REDACTED] and a search of AMVIC’s database system, Open Regulate (“OR”) (Schedule “A”; Exhibits D and E) states that:
 - On Dec. 3, 2025, he completed a query of the business licence B2017920 for the Supplier in OR.
 - The Supplier’s address is listed as [REDACTED].
 - One salesperson is attached to the Supplier - Sufyan Iqbal, salesperson registration number [REDACTED].
 - There were no activity notes related to the Supplier moving to a new location of [REDACTED].
6. On Dec. 3, 2025, investigator M [REDACTED] emailed AMVIC’s licensing department to inform them of the Supplier possibly changing business locations to [REDACTED]. On the same day, an AMVIC licensing department advisor spoke with Sufyan Iqbal about the change of address requirements. Mr. Iqbal informed the licensing advisor that he was still operating out of his existing business location and only moving some of his inventory to the new location, but would start the licensing process for the new location right away.
7. On Dec. 3 and 4, 2025, investigator M [REDACTED] completed open search queries on the Supplier and found the following:
 - Facebook Marketplace vehicle postings located for Tayyab Afzal (Schedule “A”; Exhibits G and H)
 - Phone number [REDACTED]
 - Advertisements indicated AMVIC licensed dealer.
 - Sold inventory identifies the Supplier as the dealership.
 - Supplier Google Reviews
 - Customers described meeting and engaging with Tayyab Afzal for their vehicle purchase.
 - Tik Tok
 - [REDACTED] is advertised as a contact phone number.

8. On Dec. 8, 2025, investigator M [REDACTED] initiated a covert Facebook Messenger exchange with Tayyab Afzal related to a 2007 Hyundai Accent GLS advertised on Facebook Marketplace (Schedule "A"; Exhibit J).
- He stated the dealership was the Supplier.
 - He provided a location of [REDACTED] to come see the vehicle.
 - He stated he is alone at this location and provided the phone number as [REDACTED].
9. On Dec. 9, 2025, investigator M [REDACTED] attended the [REDACTED] location. Investigator M [REDACTED] noted that the front door was open and she met with Tayyab Afzal and the owner Sufyan Iqbal. In discussion with them she remarked that:
- Mr. Iqbal found out the previous week the former business that operated from the location of [REDACTED] had their AMVIC business licence cancelled.
 - He had spoken with AMVIC licensing department regarding the move to [REDACTED].
 - He understands he cannot operate out of [REDACTED] until he is properly licensed.
 - He is only operating out of the other licensed location.
 - He has not yet completely moved all of his inventory over to the new location.
 - He has not yet signed a lease with the owner of the building.
 - He was in the process of signing a lease with the former business that operated from the location when their AMVIC business licence got cancelled.
 - He was trying to figure out what to do.
 - The owner of the former business that operated from the location was pressuring him to sign the lease.
 - Investigator M [REDACTED] inquired with Tayyab Afzal to explain his role as an "administrator"
 - Mr. Afzal states that he does paperwork, invoices and moves cars.
 - He manages the website and does not advertise vehicles.
 - He stated he does not sell or talk to customers about the vehicles.
 - If a customer makes an inquiry about a vehicle, Mr. Afzal takes their information and passes it on to Mr. Iqbal.
 - Mr. Iqbal confirmed Tayyab Afzal does not engage in selling activities and does not advertise vehicles.
 - Mr. Iqbal stated that if someone calls the Supplier's business number, it goes directly to him and that his number is [REDACTED].
 - Mr. Iqbal is planning on getting Tayyab Afzal registered as a salesperson down the road.
 - Mr. Iqbal stated that he is the only registered salesperson for the Supplier.
 - The two of them are both at [REDACTED] to keep an eye on the inventory because they cannot afford security.
 - Investigator M [REDACTED] reiterated that they cannot show vehicles, engage with customers, or operate out of [REDACTED] until properly licensed and that a non-registered salesperson cannot advertise vehicles and solicit customers. They both stated they understood.

10. On Dec. 17, 2025, investigator M [REDACTED] completed an open search query. (Schedule "A"; Exhibit K)

- Located Facebook Marketplace vehicle listings posted by the seller Afzal Tayyab (name inverted). Contact phone number is [REDACTED].
- The same 2007 Hyundai Accent GLS was re-listed for sale on Dec. 14, 2026 (Schedule "A"; Exhibit J).
- The advertisements were posted after investigator's site visit on Dec. 9, 2025.

11. On Jan. 8, 2026, investigator M [REDACTED] completed an OR query (Schedule "A"; Exhibit L)

- The Supplier is licensed to operate at [REDACTED].
- No further licensing activity notes were related to the move to [REDACTED].
- Two salespeople were now listed for the Supplier - Sufyan Iqbal and Tayyab Afzal.
- Tayyab Afzal (S2047976) - issued a salesperson registration as of Dec. 17, 2025.
 - Phone number [REDACTED].

12. On Jan. 8, 2026, investigator M [REDACTED] attended the [REDACTED] location. The investigator noted that the front door and front gate were open and she met with Tayyab Afzal and the owner Sufyan Iqbal. In discussion with them, the AMVIC investigator remarked that:

- Mr. Iqbal stated he still has an office at [REDACTED] and he still has vehicle inventory there.
- He has about 30-40 vehicles in total inventory and about half are at [REDACTED]. Some of the vehicles on the lot are still from the previous Supplier.
- He signed a lease at [REDACTED] with the former business that leased and operated from the location in December 2025.
- He wants to complete a lease with the actual landlord rather than with the former business that operated from the location, given their licensing situation.
- He is waiting for the tenancy change with the City of Calgary.
- If a customer calls about a vehicle at [REDACTED], they take it to [REDACTED] to show the vehicle and complete the sale.
- The investigator advised them she was aware that Tayyab Afzal had just got his salesperson registration.
- The investigator challenged them on the previous statements they made to her on Dec. 9, 2025. She informed them she was aware that Tayyab Afzal was advertising and engaged in sales activities for months before he became a registered salesperson and that he was selling at [REDACTED].
- Mr. Iqbal replied that Tayyab Afzal was just helping out.
- Tayyab Afzal stated he was assisting in the advertising so he could learn.
- They both tried to minimize the situation and continued to be untruthful. Mr. Iqbal was advised that as the owner, he is responsible to comply with legislation and he is responsible for his employees.

- Mr. Iqbal could not explain why Tayyab Afzal did not become a registered salesperson all of these previous months.
- Mr. Iqbal was informed enforcement action would be taken.
- The investigator reiterated that they could not operate at [REDACTED] until properly licensed and because they are communicating with the City of Calgary does not mean they can operate. Mr. Iqbal stated he understood and would lock the doors and lot gate.

Supplier's Representations in relation to 25-12-151

13. After investigator M [REDACTED] put forward the evidence in relation to AMVIC investigation (case file 25-12-151) and the alleged breaches, the Director sought some clarification from the Supplier and they advised the following:

- The reason the Supplier was vacating their old address of [REDACTED] is because the building was in foreclosure and someone had bought the building and wanted to do renovations to it.
- The Supplier was contemplating leasing with the former business that operated at the location of [REDACTED] but when their business licence was cancelled, Mr. Iqbal was not sure what to do or whether he should try to simply remain at his current address.

Case File 25-12-281

14. This AMVIC file was internally generated by AMVIC investigator E [REDACTED] as a result of another AMVIC investigation (case file 25-11-065).
15. Once again, the Supplier advised it was not necessary for investigator E [REDACTED] to go over all of the investigative material, and the investigator instead presented a summary of the Application Report and supporting documentation.
16. Investigator E [REDACTED] advised that on Nov. 5, 2025, she found an advertisement for a 2017 Hyundai Tucson on a social media platform. The advertisement was posted by an unlicensed individual ("EW").
17. The advertisement notifies the potential consumer, "yes it is available" and to "book a time". The advertisement further directs a consumer to two websites, one known to belong to EW. It also directs the potential consumer to kashautogallery.com/inventory/ and identifies the contact as Afzal Tayyab at [REDACTED].
18. Any potential consumer would reasonably believe the vehicle is for sale by EW or Afzal Tayyab at the business.
19. EW has not held a salesperson registration since March 31, 2022, and has never been a registrant associated to the Supplier.

20. Afzal Tayyab was issued a salesperson registration for the Supplier on Dec. 17, 2025 which is **42 days after** the Nov. 5, 2025 advertisement as noted above.

Supplier's Representations in relation to 25-12-281

21. After investigator E [REDACTED] put forward the evidence in relation to AMVIC investigation (case file 25-12-281) and the alleged breaches, the Director sought some clarification from the Supplier and they advised the following:

- The Supplier, as per his written representations, reiterated that EW was never an employee or representative for the Supplier. EW was trying to get hired by the Supplier and took pictures from the Supplier's website and completed the advertisements on his own and was trying to demonstrate to the Supplier the work that he does.

22. The Proposed Administrative Penalty dated March 13, 2026 was emailed to the Supplier on March 16, 2026. The Proposed Administrative Penalty provided the Supplier an opportunity to make written representations by April 16, 2026. The Supplier provided written representations via email dated April 16, 2026 (attached as Schedule "E") in response to the Proposed Administrative Penalty, which I have also taken into consideration.

Legislation

Automotive Business Regulation

Registration

Section 16

(1) A salesperson of an automotive sales business operator must be registered for automotive sales before acting on behalf of the business operator.

Acting on behalf of business operator

Section 20.1

No business operator may allow a salesperson to act on the business operator's behalf unless

- (a) the salesperson is registered for the class of licence held by the business operator, and
- (b) the business operator authorizes the salesperson to act on its behalf.

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?

The material which formed the Application Report was the result of two investigation case files 25-12-151 and 25-12-281.

A. Salesperson Acting on Behalf of Business Operator (ABR Section 20.1)

Tayyab Afzal was not a registered salesperson at the Supplier and engaged in designated activities that require a salesperson registration as per the definition of a salesperson in the CPA. Mr. Afzal was not registered as a salesperson at all, nor was he authorized to act as a designated agent on behalf of the

Supplier. The Google reviews provided in the Application Report support that Tayyab Afzal was engaged in selling vehicles to the public for the Supplier.

On Dec. 8, 2025, investigator M [REDACTED] initiated a covert Facebook Messenger exchange with Mr. Afzal in relation to one of the vehicles that he had posted for sale. Through Mr. Afzal's interactions with the investigator M [REDACTED] he was soliciting with a consumer to sell a vehicle.

An individual cannot solicit, negotiate or conclude any agreement to buy, sell, lease, exchange or consign a vehicle on behalf of an employer or themselves until they have been issued a salesperson registration. Mr. Afzal did not obtain a salesperson registration until Dec. 17, 2025.

The Supplier allowed an unregistered salesperson to act on behalf of the business for months despite the previous education and direction from the AMVIC investigator to cease engaging in unlicensed business activity until properly licensed to do so. The Supplier was also previously educated about the requirement of their salespeople being properly registered and designated to act on their behalf during a previous administrative review.

On March 4, 2026, the Supplier provided written representations along with supporting documents. In the Supplier's response they stated:

“ADDRESSING UNREGISTERED SALES ACTIVITY

- ***Tayyab Afzal:*** *During the transition, Mr. Afzal's role was administrative. We recognize that he engaged with customers before his formal registration was finalized. This was a lapse in oversight during a chaotic move.*
Correction: *Mr. Afzal was granted his AMVIC Salesperson License on **December 17, 2025** (salesperson's license is attached).*
- [EW] *was never an employee or authorized representative of Kash Auto Gallery. He arrived at our premises looking for the previous tenant ([former business]). He introduced himself as a licensed Journeyman and Salesman, offering to perform Mechanical Fitness Assessments (MFAs).*

Clarification: *We did not hire [EW]. He suggested he would provide a sample video of his work, and while he attempted to reach out to us afterwards, We did not engage with him.*

Unauthorized Ads: *Any advertisements posted by [EW] were done without our authorization. We have had no contact with him since that initial introduction.”*

The Supplier is vicariously liable for the actions of their employee and designated agents as per Section 166 of the CPA.

Based on the evidence before me, on a balance of probabilities, the Director finds the Supplier contravened Section 20.1 of the ABR.

B. Other Considerations

AMVIC follows a progressive enforcement model when enforcing consumer protection laws. Administrative action may include a written warning, condition(s) added to the licence, charges under the legislation, Administrative Penalty, Director's Order, Undertaking and suspension or cancellation of a licence as outlined in the CPA. When determining an appropriate enforcement measure, the Director will consider several factors before making his decision to ensure what level of enforcement is appropriate to the contravention.

The Supplier has been subject to the following enforcement action:

- April 13, 2023 – Director's Order
- July 5, 2023 – Voluntary Undertaking
- Oct. 19, 2023 – Conditions imposed on Business Licence

The Director considered other enforcement actions. The Director cannot consider entering into an Undertaking or imposing further conditions on the similar breaches. While the Supplier was no longer subject to conditions on their business licence at the time of the current contraventions, the Director is concerned as the Supplier has continued to engage in non-compliant business practices. In the opinion of the Director, the Supplier has not ceased the contraventions and therefore cannot enter into an Undertaking as indicated in Section 152(1)(b) of the CPA. Further, the Director does not feel an Undertaking would adequately protect consumers due to the Supplier's failure to follow the legislative requirements. It is to be further noted that the AMVIC investigator spoke with the Supplier and Tayyab Afzal multiple times, advising they cannot engage in unlicensed business activity and to not allow an unregistered salesperson to act on their behalf prior to Mr. Afzal getting properly registered on Dec. 17, 2025, yet the Supplier continued to allow Mr. Afzal to act as a salesperson without being registered with AMVIC.

The Supplier has been provided education in the form of one investigation and one industry standards Findings Letter, two previous administrative reviews held and been subject to three enforcement actions; however, they continue to engage in non-compliant business practices.

The Director acknowledges the willingness of the Supplier to remain in the automotive industry, work with the regulator and their commitment to adhere to the legislative requirements, as indicated by the Supplier during the scheduled administrative review on March 10, 2026, as well as their written representations dated March 4, 2026.

Based on the education previously provided to the Supplier, the administrative enforcement history of the Supplier and the evidence regarding the current matter, in the opinion of the Director, the previous education and enforcement have not resulted in the Supplier bringing their business practices into compliance with the legislation that governs the automotive industry. 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.

There exists an onus on the Supplier to do their due diligence and ensure they are complying with the law. As stated in 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 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.

A recent Service Alberta and Red Tape Reduction Appeal Board rendered a decision (attached as Schedule “C”) regarding the importance of the legislation that regulates the automotive industry as well as the importance of the members within the regulated industry to operate within the regulatory framework. Paragraph 39 of the Service Alberta and Red Tape Reduction Appeal Board decision states:

“Regulations are not merely a formality. They exist to protect consumers and fulfil the mandate of the CPA as described in its preamble.” [Paragraph 39.b.]

“...it is [the Supplier’s] responsibility to be compliant with regulations at all times.” [Paragraph 39.c.]

“...regulations are not optional, they serve an important social purpose”. [Paragraph 39.d.]

In reviewing all the evidence and determining the contraventions of the legislation, in the opinion of the Director, the Supplier’s business practices have continued to fall short of what is expected of a business in the automotive industry.

A recent Service Alberta Appeal Board rendered a decision (attached as Schedule “D”) and addressed the onus and responsibility of salespeople and suppliers. The appeal panel at paragraph 91 stated:

“At the same time, we recognize that AMVIC is not there to hold a party’s hand through the administrative process. Nor is it there to train applicants in terms of being administratively efficient. AMVIC is there to protect the public. The onus is on salespersons and car dealerships to remain current with AMVIC and to comply with the regulatory framework in place at any given time.”

It further concerns the Director that the Supplier, despite the education and administrative enforcement actions, is continuing to breach the legislation which could impact consumers.

The aggravating factors in this matter include the continued non-compliance with the rather straightforward requirements of the legislation, despite multiple attempts to educate the Supplier and the previous administrative enforcement actions. In the opinion of the Director, there are no mitigating factors that can be taken into consideration.

This Administrative Penalty is taking into account the number and seriousness of the contraventions of the legislation found during the investigation; the cost of investigating the Supplier's activities; the aggravating factors listed above, and the continued non-compliant business practices despite education and enforcement.

Action

In accordance with Section 158.1(a) of the CPA and based on the above facts, I am requiring that Kash Automotive Group Ltd. o/a Kash Auto Gallery pay an Administrative Penalty. This is based on my opinion Kash Automotive Group Ltd. o/a Kash Auto Gallery contravened Section 20.1 of the ABR.

Taking into consideration all the representations made by the Supplier and the representations made by AMVIC's investigations department, the amount of the Administrative Penalty is **\$2,000**.

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 the above listed aggravating and mitigating facts as well as:

1. The seriousness of the contraventions or failure to comply;
2. The aggravating and mitigating factors listed above
3. The degree of wilfulness or negligence in the contravention or failure to comply;
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 \$2,000

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)
Gerald Gervais
Director of Fair Trading (as Delegated)

GG/ks
Encl.

cc: Derek B [REDACTED], Senior Manager of Investigations, AMVIC