



NEWS from the:

Motor Dealer Council of British Columbia

FOR IMMEDIATE RELEASE

Prominent Prince George auto dealers fined

BURNABY, B.C. (6 January, 2006) - Northland Dodge Chrysler Ltd. and Northland Motor Holdings Ltd. of Prince George have been disciplined by the Registrar of Motor Dealers for a consistent pattern of unacceptable business practices. Northland Dodge Chrysler has been fined \$50,000. Northland Motor Holdings Ltd., which also does business as Northland Hyundai, was fined \$10,000.

In his ruling, the Registrar, Ken Smith, cited a number of violations to the Motor Dealer Act and the Business Practices and Consumer Protection Act, including a failure to clearly identify dealer ownership in their advertising; incorrect pricing of vehicles on display; the employment of unlicensed salespersons; failure to disclose "total asking price" of vehicles; improper pricing and innumerable "deceptive" advertising practices.

Disciplinary hearings were held September 29, 2005, in Prince George, and December 21, 2005, in Burnaby. Ample opportunity had been provided between these hearings for the dealerships to change their style of business.

The Registrar said, in part:

". . . the representatives from these dealerships did not deny that these two companies consistently and repeatedly contravened the legislation. In fact, they basically admitted to the evidence provided by MDC's investigators and staff."

The fines must be paid within 30 days or the dealerships may face cancellation of their licenses, although they have a right to request that the Registrar reconsider the decisions. The complete ruling can be found on the MDC web site, www.mdcbc.com.

The Motor Dealer Council is an administrative authority established pursuant to the laws of British Columbia and has been delegated the responsibility of administering the Motor Dealer Act and related regulations. The legislation requires that all businesses selling motor vehicles to the public in British Columbia, and all salespersons working for those businesses, be properly licensed. The Registrar of Motor Dealers issues and oversees the administration of these licenses.

- 30 -

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