



Motor
Vehicle Sales Authority
of British Columbia

Previously known as the Motor Dealer Council of British Columbia

**IN THE MATTER OF THE MOTOR DEALER ACT
AND THE BUSINESS PRACTICES AND CONSUMER PROTECTION ACT**

UNDERTAKING
(Section 154, Business Practices and Consumer Protection Act)

VSA File: 09-70922

WHEREAS the undersigned

**Eagle Ridge Pontiac Buick GMC Ltd.
2595 Barnet Hwy.
Coquitlam, British Columbia
V3E 1K9**

is a "supplier" within the meaning of subsection 1(1) of the *Business Practices and Consumer Protection Act*;

AND WHEREAS the Registrar of Motor Dealers (the "Registrar") has reason to believe that the supplier is contravening, is about to contravene or has contravened the *Business Practices and Consumer Protection Act* or the regulations made hereunder, namely:

ALLEGATIONS:

On or about November 1, 2009 at or near the city of Coquitlam in the Province of British Columbia did commit or engage in a deceptive act or practice wherein a representation by a supplier about the total price of goods or services if a person could reasonably conclude that a price benefit or advantage exist but it does not, specifically the supplier represented in writing in an advertisement published on November 1, 2009 in The Province Newspaper on page F14 that consumers could obtain a GM Loyalty of \$1,000.00 on each of the following vehicles: New 2009 GMC Sierra XCab 4WD #96352A; New 2009 Pontiac G5 #91072; New 2010 Buick Enclave #06901A; New 2010 Pontiac Vibe # 034095 from the MSRP or Sale Price to arrive at an Eagle Price knowing that in order to qualify for the \$1,000.00 GM Loyalty a consumer must be a current GM owner and did not disclose such qualification in the advertisement contrary to section 4(3)(c)(i) and section 5(1) Business Practices and Consumer Protection Act.

NOW THEREFORE the undersigned:

1. Hereby undertakes:
 - (a) To comply with the *Business Practices and Consumer Protection Act* and the regulations made thereunder;
 - (b) To refrain from engaging in the following acts or practices:
 - (i) deceptive acts or practices and more specifically engage in advertising wherein the conditions or qualification to receive a rebate including a GM Loyalty are not disclosed in the advertisement; and
 - (ii) mislead consumers into believing that a price benefit or advantage exists when it does not.

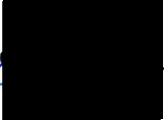
2. Hereby acknowledges, represents and declares that this Undertaking does not absolve the supplier from any complaints from any consumer who purchased a motor vehicle as advertised and noted in the allegations.

THE UNDERSIGNED hereby acknowledges, represents and declares he has read this Undertaking and has had a reasonably opportunity to obtain independent legal advice as to its terms.

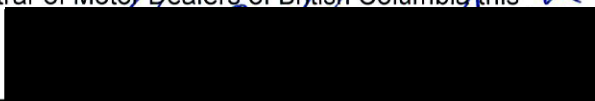
IN WITNESS WHEREOF the undersigned (and each of them, if more than one) has set his/her/its hand and seal (attested by the hands of its duly authorized officers, if applicable):

Eagle Ridge Pontiac Buick GMC Ltd. # 8214 2595 Barnet Hwy. Coquitlam, British Columbia V3E 1K9

Date: Nov 2/09 Dealer Representative: EAGLERIDGE GM
(print name)

Signature:  Title: GENERAL SALES MGR
(print)

ACCEPTED by the Registrar of Motor Dealers of British Columbia this 2 day of November 2009



Ian Christman - Registrar of Motor Dealers

Faint handwritten notes or stamps at the bottom left of the page.