

## PRACTICE NOTE - ADVERTISING STANDARDS BOARD

### **MOTOR VEHICLE ADVERTISING CODE**

1. This Code only applies to advertisements for motor vehicles.

#### **Complaints determine which Code applies**

2. Advertisements for motor vehicles, which raise issues or complaints concerning safety, are to be determined according to the Motor Vehicle Advertising Code as opposed to the AANA Advertiser Code of Ethics.
3. Advertisements for motor vehicles, which raise issues or complaints on grounds other than safety, are to be determined according to the AANA Advertiser Code of Ethics.
4. Advertisements for motor vehicles, which raise issues or complaints about both safety and issues under the AANA Code of Ethics will be considered under the provisions of both the AANA Codes and the FCAI Code.
5. Advertisements for products or services, which are not directed towards the promotion of motor vehicle brands, are to be determined according to the AANA Advertiser Code of Ethics.

#### **Complaints that will not be considered under the FCAI Code**

6. The Board will not consider complaints which relate solely to:
  - (a) The use of images produced overseas which may depict number plates from jurisdictions outside of Australia or left-hand drive vehicles travelling on the right-hand side of the road, when the footage is provided for an Australian company by its overseas parent company.
  - (b) The absence of number plates on motor vehicles being advertised,

The Board has previously considered that such images do not raise an issue of road safety or vehicle occupant protection. These matters are outside the scope of the FCAI Voluntary Code of Practice for Motor Vehicle Advertising and will not be submitted to the Board for determination.