



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0195-20
2. Advertiser :	Ezi-jak
3. Product :	Hardware/Machinery
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	24-Jun-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement features a woman saying, "Hi I'm Rebecca. I live in outback NSW and I do a lot of driving. I really love the Ezijak because if you get a flat tyre it's so simple to use. Put it under your car, press a button and up your car goes. Its also got a rattle gun which will loosen the tightest of the wheel nuts even after its been into a tyre shop. And the added bonus is if you get a puncture its got an air compressor so that you can just pump it up and drive to your local tyre shop and let them change it. It's affordable, safe and really, really easy to use. Before you use your ezijak check your car manual as to where to put it. And also don't get under your car while its jacked up. You can find more information and purchase the ezijak from our website." As she is talking Rebecca is seen using the product.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

There is a verbal recommendation within the advertisement that if you get a puncture/flat tyre and can't be bothered to change the tyre yourself to use the supplied pump to reinflate tyre and drive to a tyre repair facility.This suggestion I believe to be incorrect and dangerous. It makes no reference to possible damage to



tyre and reinflating/driving may result in the tyre failing. This may result in accident/injury to occupants in vehicle and/or to other road users. I believe this should be removed from the advertisement. I believe this information is dangerous and misleading. I have no issues with any other part of the advertisement.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Thank you for your letter dated today regarding a complaint you received on the 1st June 2020 in relation to my advertisement for the Ezi-jak.

Apparently the complainant finds a verbal section of my advertisement unsafe, incorrect and dangerous.

The section he is referring to is when I suggest that you can inflate your flat tyre and drive to your local tyre service to have them repair the flat tyre.

We have owned tyre services for over 15 years in outback NSW ie Lightning Ridge and Walgett, and have had numerous customers simply put air into their tyres and bring in to us to repair. Obviously if the tyre has a large hole or is shredded you would not be able to put air into it as it would not even inflate.

I have personally inflated my own flat tyre and driven 45 kilometres to town to have it repaired.

I do not believe my information to be incorrect, dangerous or misleading and I look forward to receiving your opinion.

THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement promotes unsafe behaviour.

The Panel viewed the advertisement and noted the advertiser's response.

The Panel considered whether the advertisement complied with Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".



The Panel noted the complainant's concern that the advertisement suggests that if a person were to get a flat tyre or puncture and did not want to change the tyre, they could reinflate the tyre and drive to a tyre repair facility. The complainant considered that such an action is unsafe as it can damage the tyre and cause an accident.

The Panel noted that the advertisement does not suggest that a person should continue driving with a flat tyre, rather it suggests that if a person has a puncture they can reinflate the tyre using the air compressor and proceed to a tyre repair facility.

The Panel noted that not all drivers are able to change a tyre, either due to lack of equipment or lack of skill. The Panel noted that the concept of reinflating a tyre until the driver can safely reach a repair facility is not unheard of, and noted that a driver would exercise caution in such circumstances.

The Panel considered that while driving on a flat tyre is not recommended, that is not what the advertisement suggests. The Panel considered that the advertisement suggests using the inbuilt air compressor in the event of a tyre deflation to temporarily reinflate the tyre until a person can reach a tyre repairer, and the Panel considered that most members of the community would not consider such a suggestion to be unsafe.

The Panel noted that the advertisement contained a number of important warnings about correct use of the product, but considered that it is not necessary that the advertisement contain warnings about every aspect of the scenarios depicted in the advertisement.

The Panel considered that the advertisement did not contain material which would be contrary to Prevailing Community Standards on health and determined that it did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.