CASE REPORT

1.	Complaint reference number	104/03
2.	Advertiser	Mazda Australia Pty Ltd (Mazda 6)
3.	Product	Vehicles
4.	Type of advertisement	TV
5.	Nature of complaint	FCAI - Other
6.	Date of determination	Tuesday, 8 April 2003
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features 'the all new' Mazda 6, with a soundtrack of the advertiser's 'zoom zoom' song and a voiceover asking: "They say life's a journey, but why lose the thrill along the way?" After an opening sequence of a couple in a Mazda MX5 sports car, we next see them with children in a Mazda 6 hatch travelling along country roads. The voiceover states: "Feels like a sports car. Looks like a Mazda 6". The car is shown being overtaken by two different Mazda 6 models before all three are shown being driven in close formation. The advertisement ends with the advertiser's 'zoom zoom' caption and a Mazda logo.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

"This advertisement depicts 3 vehicles being driven at speed on a public road. 2 are tailgating the leading vehicle...It is illegal and a serious and dangerous offence to tailgate other vehicles in all states and territories in Australia . Motorists driving in this fashion can even be prosecuted for 'road-rage' offences."

THE DETERMINATION

The Adverting Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'].

The Board expressed the view that the majority of people would consider the vehicles depicted in the advertisement to be under the control of professional drivers and noted the self-evident exaggeration in the driving sequences.

The Board determined that the advertisement did not breach the FCAI Code on any grounds and accordingly the Board dismissed the complaint.