



## **CASE REPORT**

1. Complaint reference number	108/01
2. Advertiser	Holden Ltd (Commodore SS Sedan)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 May 2001
7. DETERMINATION	Upheld – discontinued or modified

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement is set to rock music in the style of Rod Stewart, with lyrics which include, ‘Feel the power, feel the rush, I feel like leaving those pretenders in my dust. I’ve got the key and this feels like freedom to me. Drive on .....’ It shows a man entering a (Holden Commodore SS) sedan, preparing to drive and travelling at speed along a series of two-way roads. These shots are interspersed with visuals from within the vehicle of the driver operating the gears, steering wheel and accelerator. The advertisement concludes with a voiceover, ‘Drive the exhilaration - new Commodore SS - drive on’, the advertiser’s logo and website and the caption, ‘Drive on’.

## **THE COMPLAINT**

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

*‘The ..... advertisement ..... is unacceptable due to the emphasis on speed, particularly the depiction of speed as an “escape” for a young male driver. Speed, aggressive driving and young males are a deadly combination on the road .....’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement depicted material contrary to prevailing community standards on safety and, accordingly, breached Section 2.6 of the Code. The Board upheld the complaint on this basis. Section 2.6 provides that:

*‘Advertisements shall not depict material contrary to prevailing community standards on health and safety.’*

In reaching its determination, the Board noted that the advertisement’s core message was the vehicle’s capacity for speed. The Board took the view that this emphasis, which was reinforced by the music and cinematography featured in the advertisement, undermined current road safety awareness initiatives.

## **ADVERTISER’S STATEMENT**

Holden is disappointed at the decision made by the Board and respectfully does not agree with the Board’s conclusion.

However, we advise that the advertisement in question is no longer being broadcast.