



## **CASE REPORT**

1. Complaint reference number	111/00
2. Advertiser	Ford Motor Co. of Aust Ltd (Falcon Runout)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 9 May 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement comprises visuals, voiceover and text. It begins with a number of sedan cars being driven in formation on a road until one vehicle breaks from the formation to take the lead. A caption, 'Filmed under controlled conditions', appears on-screen. The remainder of the visuals consists of shots of the moving cars from various angles. The voiceover begins: 'Only one 6 leads the pack with more space, the most power and better resale than Commodore, Camry or Magna. Ford Falcon. With new models on the way, the Falcon Runout is on'. The text and remaining voiceover describe the cars' features and price. The advertisement concludes with the advertiser's logo, website, the words 'Ford Dealers. Live it' and a sound resembling a truncated animal/bird call.

## **THE COMPLAINT**

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

*'It is most disturbing to hear the ugly aggressive (sic) yelling noise ..... Frustrated motorist? ..... This type of behaviour may also have some influence on ROAD-RAGE which you would agree is a very serious problem. It is unwise to feature your motor vehicles in television advertisements promoting such behaviour.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the view that the material within the advertisement did not contravene prevailing community standards on safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.