



CASE REPORT

1. Complaint reference number	116/98
2. Advertiser	Toyota Motor Corp Aust Ltd (Landcruiser)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 11 August 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement parodies a wildlife documentary. The narrator, after introducing the 'outback' (where the advertisement is filmed), goes on to comment on what he calls, 'a remarkable migration' which, he says, 'takes place every year'. The advertisement then shows a large fleet of vehicles travelling at speed along desert-like terrain. The advertisement includes various shots of the vehicles travelling around diverse outback terrain and concludes with the (voiceover) words, 'The all new Toyota Landcruiser. The most powerful landcruiser ever built. King off the road.'

THE COMPLAINT

Comments the complainants made about the advertisement included:

'The terrain torn up those vehicles is covered by low growing vegetation which struggles to exist in an extremely dry and fragile environment...provides food and shelter for a host of animals... (this environment) will not tolerate disturbance of the sort shown in your advertisement...'

'The vehicles thunder across the screen in a manner best described as a stampede with no regard for the consequence...advert clearly condones behaviours that both National Parks and Wildlife and its various relative bodies across the country and the responsible four wheel drive clubs are actively trying to discourage.'

THE DETERMINATION

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

The Board was of the opinion that the advertisement did not breach the Code. The Board dismissed the complaint.