



CASE REPORT

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| 1. Complaint reference number | 117/98 |
| 2. Advertiser | Mitsubishi Motors Aust Ltd (Pajero) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 August 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement juxtaposes shots of Australian wildlife (frog, lizard, emu, kangaroo, snake, etc) with shots of the Mitsubishi Pajero 4WD vehicle. The advertisement illustrates the features of the vehicle by drawing analogies with the wildlife, and includes shots of some of the animals and the vehicle travelling at varying degrees of speed.

THE COMPLAINT

Comments the complainant made about the advertisement included:

'...the advertising for this vehicle indicates high speeds can be achieved on almost any form of terrain. Perhaps it is timely to point out that very few "average" drivers have the capacity to control a vehicle with any degree of competency when speed and a loose surface are combined. A fact that one would never glean from the advertising ploy of the marketers.'

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.