



CASE REPORT

1. Complaint reference number	127/99
2. Advertiser	Ford Motor Co. of Aust Ltd (Fairlane)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a (Ford Fairlane) vehicle travelling on a country road. A male voiceover script includes, ‘We do the big fishing trip every year, but this one’s different. We’re in my new Fairlane. I’ve always loved the power of the...engine and all the luxuries of course but I think what impresses them the most is the comfort...’ Two of the passengers (including one in the front passenger seat appear to be dozing/sleeping). The advertisement draws to a close showing the parked car alongside a river/lake. The driver is shown fishing while his three passengers remain sleeping in the car. The driver says, ‘Didn’t have the heart to wake them.’

THE COMPLAINT

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

‘Ford Aust. are currently running a T.V. adv. which I consider irresponsible...(It) shows four persons off on a fishing trip. All, except the driver are asleep. Most driving schools emphasise the co-driver – the person in the front seat should on no account sleep, especially at night.’

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 determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and did not breach the Code on this or any other ground. Board members appreciated the complainant’s concerns but noted that driving with a sleeping passenger was, in fact no different from driving a motor vehicle alone. The Board dismissed the complaint.