



## **CASE REPORT**

1. Complaint reference number	144/99
2. Advertiser	Toyota Motor Corp Aust Ltd (Camry)
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 ( Toyota ) motor vehicle drawing up at the ‘Nullabor garage’. The advertisement then shows a note on the door which says, ‘Back in 5 minutes’ and a voiceover script includes the words, ‘The New Camry touring series...’ The Toyota is then shown driving out onto the Nullabor Plain as the voiceover says, ‘You’ll go out of your way to enjoy the handling’ and a road sign says, ‘Next bend 146 km’. The Toyota is shown driving along a length of straight road, until a sign appears indicating a bend in the road at which point a man’s voice is heard saying, ‘Here she comes’ and then a whooping sound (‘whoop hoo’) is heard as the car goes around the bend. The advertisement then shows two men getting out of the now stationary vehicle. The one (‘the first man’) says to the second, ‘Want to do it again?’ and the latter tosses the first one the keys. The advertisement concludes with the words ‘new touring series...the driver’s Camry’ and the advertiser logo and name.

## **THE COMPLAINT**

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

*‘We, over here have had a sickening run of deaths on the roads and I’m inclined to lay part of the blame on adverts on T.V. I base my belief on the following... Car being driven at high speed on the Nullabor Plain. On stopping the driver says to his passenger. “Reckon we should do it again, and they do.”’*

*‘These days when the Police are trying to stop the carnage on the road I feel these ads are quite unnecessary as they only encourage young people to think that speed is acceptable.’*

## **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 noted that the tone of the advertisement was clearly not realistic and 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. The Board dismissed the complaint.