



## **CASE REPORT**

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1. Complaint reference number | 147/02                          |
| 2. Advertiser                 | Pacific Toyota                  |
| 3. Product                    | Vehicles                        |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 9 July 2002            |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a car stalled at traffic lights, with a mature-aged woman vainly trying to start it. A cyclist pulls up alongside her and they exchange looks of frustration. Subsequently, the car is shown driving into a service center where the woman hands over the keys to an attendant as a voice-over states: “If you find it difficult to drive all the way to town, Pacific Service Centres give you factory quality service at Smithfield , Brinsmead and Woree. So to get the best performance from any vehicle, see Pacific Service Centres.” Subsequently again, the woman is seen stopping the car at traffic lights alongside the cyclist seen earlier. As the lights change to green, the car is shown taking off with wheels spinning and tyres burning, and with a superimposed caption reading: ‘Filmed under controlled conditions.’ As the cyclist continues to watch the car race away, the woman puts her arm out of the window and gives him a ‘V’ sign. The advertisement concludes with a full-page graphic detailing Pacific Service Centre locations over a caption reading: ‘Oh What a BETTER Feeling.’

## **THE COMPLAINT**

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

*“This is disgusting advertising, and although I own a Toyota I refuse to use this company to service my vehicle. However my children should not be exposed to this kind of antisocial driving and behaviour.”*

## **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 considered that most people would find the advertisement amusing, and that, under prevailing community standards, it did not breach the Code in relation to health and safety. Finding that the material did not contravene the Code on any grounds, the Board dismissed the complaint.