



CASE REPORT

1. Complaint reference number	147/03
2. Advertiser	Mitsubishi Motots Australia Ltd (Outlander)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 13 May 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on beach scene where an Outlander vehicle is being driving along the water's edge as a voiceover states: "The Mitsubishi Outlander all wheel drive is a splash." The voiceover continues to mention features of the vehicle with corresponding views on screen before a scene showing 'from \$31,990' written in the sand, with a superimposed caption reading: '*Excludes Delivery & Govt Charges.' The advertisement ends with a view of the vehicle driving around on the beach with a superimposed logo and text reading: 'Spirited cars for spirited people.'

THE COMPLAINT

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

"...it depicted the 4WD driving fast and cornering quickly on a beach, clearly 'tearing up' the sand in the process."

THE DETERMINATION

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'].

Noting that the demonstration of the vehicle's capabilities was represented in an off-road setting, the Board determined this advertisement did not contravene the FCAI Code and consequently dismissed the complaint.