



CASE REPORT

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| 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.