



CASE REPORT

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| 1. Complaint reference number | 154/02 |
| 2. Advertiser | Audi Australia Pty Ltd |
| 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 music-backed television advertisement features scenes of an Audi vehicle being driven across a desert and over rocky terrain. Following text reading ‘Filmed under a controlled environment,’ other superimposed captions read: ‘4-level air suspension,’ ‘V6-TDI,’ ‘V6-Biturbo,’ and ‘Audi allroad quattro.’ Under a stylised map of Australia, a final caption reads: ‘Make your own road’ ahead of a closing graphic comprising the Audi logo and text reading: ‘Audi. Vorsprung durch Technik.’

THE COMPLAINT

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

“The ad depicted the motor vehicle being driven in a high speed, reckless and dangerous manner across terrain that is environmentally sensitive. The ad also indicates to prospective buyers of such mentality to make your own roads/tracks. This can not be done ... The ad promotes poor and unsustainable 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 accepted the advertiser’s contention that “the complaint contained exaggerated and unjustified inferences which cannot be drawn from this highly stylized TVC.”

Disregarding the advised fact that the advertisement was made overseas and thus did not involve driving under Australian laws, the Board determined that the content did not contravene the provisions of the Code relating to health and safety.

It further determined that the material did not breach any aspect of the Code, and the complaint was dismissed accordingly.