



## CASE REPORT

1. Complaint reference number	158/03
2. Advertiser	Ford Motor Co (Aust) Pty Ltd (Escape)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 10 June 2003
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a scene of a Ford Escape being driven through shallow water at the edge of a beach, cutting to show the driver to be Channel 9 television presenter Sami Lukis who says: "When I'm not on the Today Show reporting weather, I like to create it." As she refers to rain and a sandstorm the view changes to show sprays of water and sand from the vehicle's wheels. As she continues to drive the vehicle on the beach, she details a competition to win one of four 'luxury holiday escapes.' The advertisement ends with the vehicle being driven along the beach, with a superimposed Ford logo and caption reading: "What's your Escape?"

## THE COMPLAINT

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

*"This ad shows a young woman...driving a four wheel drive vehicle along a beach for no purpose other than to enjoy herself. I find this unacceptable on both environmental and safety grounds. It models and is likely to encourage irresponsible behaviour."*

*"These advertisements clearly breach the vehicle manufacturers own warranty provisions apart from your own code of practice."*

*"These advertisements create images of Four Wheel Drive behaviour which is promoted by Motor Vehicle Manufacturers to the detriment of the Four Wheel Drive community."* [Complainant's capitalisation].

*"Is this the message that the car makers are trying to sell for 4WD users? Get into your 4WD and rip up any beach with gusto, don't worry about the environment just tear into it like a fun park and screw everyone else and any hapless marine creature that happens to be squashed in your treads."*

## 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'].

The Board noted advice from the advertiser that Ford Australia takes safety issues extremely seriously and is 'acutely aware' of its environmental responsibilities.

The Board further noted that the depiction did not include any driving on public roads, and determined that the content of this advertisement did not constitute a breach of the FCAI Code.

Accordingly, the complaint was dismissed.