



CASE REPORT

1. Complaint reference number	162/01
2. Advertiser	Mitsubishi Motors Aust Ltd
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 July 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a range of Mitsubishi passenger vehicles, in which people are singing or moving in time with the music of a song entitled ‘Get What You Give’ as they drive along. The advertisement ends with a graphic incorporating the Mitsubishi Motors logo and a caption reading ‘Driving Your World.’

THE COMPLAINT

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

‘The emphasis seems to be placed on “a fun time” ... The activities of all parties depicted displays a total lack of responsibility and concentration required for the safe operation of a motor vehicle...Any advertising associated with motor vehicles should always portray the need for total control by the operator.’

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 determined that the content of the advertisement did not breach the health & safety provisions of the Code, and that it did not contravene the Code on any other grounds. Accordingly, the Board dismissed the complaint.