



CASE REPORT

1. Complaint reference number	167/02
2. Advertiser	Holden Ltd (Barina)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 9 July 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television commercial opens on scenes of people arriving at a Spanish bullfight arena. A bull is seen entering one side of the ring while a red Holden Barina is driven in from the other, and while the bull makes repeated charges, the car easily maneuvers out of its way. Ultimately, the crowd cheers the car as the champion as a superimposed caption reads: 'Handling. Barina Style.' The advertisement concludes with a Holden logo and stylised text reading: 'Holden. Drive On.'

THE COMPLAINT

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

"I would find it offensive that any company would glorify this cruel 'sport' but it is made more offensive by the fact that it is a very well known Australian company."

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 considered the advertisement to be based on fantasy, and determined that the content did not contravene the provisions of the Code relating to violence.

As the advertisement did not breach the Code on any other grounds, the complaint was dismissed.