



CASE REPORT

1. Complaint reference number	176/03
2. Advertiser	Volkswagon Group Australia Pty Ltd (Passat)
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 10 June 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph of a Volkswagen Passat on a country highway, with an overprinted caption reading: 'Just dropping into the city...back in five.' Subsidiary text describes the car and its capabilities and offers 'an exclusive test drive' through registration at an Internet website address.

THE COMPLAINT

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

"...it goes on to mention that the car is capable of 225kph. The whole tone of the advertisement is very flippant towards safety and speed limits."

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 photographic depiction gave no indication of the car being driven in anything other than a safe manner within prevailing speed limits, the Board determined that the advertisement did not raise any issue under the Code.

Accordingly, the complaint was dismissed.

In reaching this determination, the Board noted that the advertiser had amended the advertisement between the time of the original complaint and the time at which the amended version was considered by the Board.