



CASE REPORT

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| 1. Complaint reference number | 181/01 |
| 2. Advertiser | Ford Motor Co of Aust Ltd (Laser SR2 - Car Park) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set in an underground car park to up-beat music, has an initial on-screen caption, 'Filmed under controlled conditions', and depicts a (Ford Laser SR2) car driven apparently at speed. As it passes, in its wake sparks fly, fluorescent lights burst, grilles emit steam, paint melts, fire sprinklers activate, security monitors shatter and the bonnets of parked cars explode. As the vehicle leaves the car park via a circular exit ramp, it passes a billboard advertising the vehicle as a voiceover says, 'The new two-litre Laser SR2. Take it for a burn.' The final frame portrays the advertiser's logo and text, 'We have ignition'.

THE COMPLAINT

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

'The National Council of Women of Tasmania believes that the young and vulnerable in our community need far greater protection from such advertising than has been afforded them over recent years.'

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 advertisement depicted material contrary to prevailing community standards on safety and, accordingly, breached Section 2.6 of the Code. The Board upheld the complaint on this basis.

Section 2.6 of the Code provides that:

Advertisements shall not depict material contrary to prevailing community standards on health and safety.

In reaching its determination, the Board noted the depiction of aggressive and unsafe driving practices, the car park setting and the advertisement's target audience.

ADVERTISER'S STATEMENT The advertiser advised that the advertisement will be modified and, while not agreeing with the reasons for the Board's ruling, agreed to abide by it.