



CASE REPORT

1. Complaint reference number	187/99
2. Advertiser	Volvo Car Aust Pty Ltd (V70 Station Wagon)
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement contains a photograph of a station wagon with its rear door raised. Two children are seated on an auxiliary seat in the rear cabin, both wearing seatbelts. The advertisement is headed 'With \$8,000 of extra value, the person in the front will be smiling too'. The advertisement also contains text detailing the various special extras being offered, including 'rear facing additional child seats'.

THE COMPLAINT

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

"I feel [the ad] involved some risk in placing children in that place that was not designed for them. I also felt that the ad was demeaning."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the depiction of the children within the advertisement did not constitute material contrary to prevailing community standards on health and safety. It was noted that the children were seated in an auxiliary car seat specifically designed for children and that each was wearing an appropriate seatbelt. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.