



## **CASE REPORT**

1. Complaint reference number	188/00
2. Advertiser	Volvo Car Australia Pty Ltd (V70 T5 Wagon)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 July 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a boy waiting to begin a swimming race. He smiles at his father who gives him a ‘thumbs up’ acknowledgement. The race begins, the father runs to his car and drives to a soccer match in which his daughter is goalkeeper. A goal is scored by the opposing side, the man gives a calming gesture to the girl who shrugs in disappointment. He returns in his car to the pool where his son is finishing his race. He cheers the boy, receiving a ‘thumbs up’ response. He runs back to his car to a voiceover: ‘Thank goodness for turbos’. He arrives at the soccer field, his daughter saves a goal and he smiles. The voiceover continues: ‘Introducing the all new Volvo V70 T5. It’s all about family.’ The advertisement concludes with a shot of the (Volvo V70 T5) vehicle driving away, with the superimposed text, ‘Volvo - for life’, and a website.

## **THE COMPLAINT**

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

*‘My reason for complaint is that the Volvo advert, even though they are supposedly the world’s safest car implies that speeding is OK for family. Regardless of this, it is not – it is in fact, breaking the law and is a dangerous and at worst fatal practice (sic).’*

## **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 was of the view, given the fanciful nature of the advertisement, that the behaviour of the father within it did not contravene prevailing community standards on Health and Safety and that the advertisement did not breach the Code on these or any other grounds.

The Board, accordingly, dismissed the complaint.