



## **CASE REPORT**

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| 1. Complaint reference number | 190/01   |
| 2. Advertiser                 | Mitsubishi Motors Aust Ltd (4WD range)                   |
| 3. Product                    | Vehicles   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Health and safety – section 2.6<br>Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 14 August 2001                                  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement shows various Mitsubishi 4WD models in different locations over a rendition of the song 'Don't Fence Me In.' One vehicle is shown driving over a rockpile in an urban location, another towing a skier over snow, and another backing into a river to collect a jet skier. The final situation shows a Pajero 4WD racing a kayak in a waterway. The advertisement ends with a graphic carrying the words "Mitsubishi Motors. Driving Your World."

## **THE COMPLAINT**

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

*"I was offended at the disregard for the biophysical environment and dismayed that such an ad could be aired which encourages destructive and irresponsible behaviour."*

## **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 found no evidence of the Code being breached in relation to Health & Safety or any other provision. Accordingly, the complaint was dismissed.