



## **CASE REPORT**

1. Complaint reference number	194/00
2. Advertiser	Toyota Motor Corp Aust Ltd (Echo)
3. Product	Vehicles
4. Type of advertisement	Print
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 print advertisement, captioned ‘Wear sensible shoes\*’, portrays an (Echo) vehicle on an imaginary horizon. In the foreground are the rear views of three women’s legs – one in trousers and two in short skirts. All three women are wearing contemporary, high heeled, platform shoes. Included in the text of the advertisement is: ‘Don’t take unnecessary risks. Unless you’re in an Echo equipped with a Safe-T-Cell – it meets the stringent standards of Toyota’s GOA Safety Programme. The world is full of rules. Why follow them?’, a website and the slogan, ‘same planet, different world’.

## **THE COMPLAINT**

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

*‘To me and to others asked around me of their interpretation of the advertisement is seen as, You can take unnecessary risks when driving an Echo (sic). To give an impression of false security because of the Safety-T-Cell (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 determined that the material within the advertisement 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.