



CASE REPORT

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| 1. Complaint reference number | 2/02 |
| 2. Advertiser | Toyota Motor Corp. Aust Ltd (Corolla) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a country gate carrying a sign, 'Keep Out. Private Property', and with a superimposed small-type caption, 'This commercial was filmed under controlled conditions.' As a car is shown in some dramatic manoeuvres on the road beyond the gate, a voiceover says, 'There's a car a car like no other a car that looks and feels like it wants to be driven'. While the voiceover describes its features, the product is shown in a broadside turn and involved in a chase with two other vehicles before all three skid around a tractor with a spilled load. Towards the end of the advertisement the three cars are shown broadsiding into a T-junction from three different directions, coming to a halt close to two cows, one of which asks, 'A Corolla?' to which the other responds, 'The all new Toyota Corolla.' The advertisement continues with the Toyota brand name, 'Oh what a feeling' superimposed over one of the drivers leaping into the air, and with the caption, 'Corolla by Name, Not by Nature'. It concludes with a scene of a dinner party at which a meat dish is served. A woman says, 'It isn't,' to which one of the men replies, 'It is,' ahead of laughter.

THE COMPLAINT

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

'The advert depicts very erratic and unacceptable driving on country roads.'

'I know it says it is filmed under controlled conditions, but I was offended by the fact that the road toll in Victoria is so high at the moment and this advertisement is blatantly promoting dangerous and fast driving.'

'..... the vehicles were driven in a totally reckless manner. Emphasis was on speed, power and driving on opposite lock with the vehicle sliding.'

'The implication is that the car's brakes and handling will protect you from damage even if you drive dangerously. This is a foolish message to send to irresponsible young men and women.'

'..... I strongly feel that to a very impressionable public, particularly the 18-25yr bracket, who aren't all stunt drivers, it sends the wrong message that this vehicle is capable of "stunt quality" performances in untrained hands.'

'The road ratbags of today don't need any publicly accredited trick to encourage them to replicate the action seen on TV.'

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 noted the surreal nature and obvious humour of the advertisement and determined that there was no breach of the Code.

Accordingly, the complaint was dismissed.