



CASE REPORT

1. Complaint reference number	201/03
2. Advertiser	Toyota Motor Corp Aust Ltd (Camry Sportivo)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 8 July 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a scene of a helicopter flying over remote mountainous territory, the co-pilot checking a folder of pictures, notes, photocopies and a map. When the helicopter lands alongside a deserted mountaintop road, a ramp slides out and a Camry Sportivo is driven onto the tarmac and down the mountain road as the helicopter pilot, now airborne again, is indicated to be in radio contact with the driver, his former co-pilot. At the completion of an evidently exhilarating drive down the mountain the Camry Sportivo driver jumps into the air. The advertisement ends on superimposed 'Oh What a Feeling' Toyota logo, together with an Internet website address and text reading: 'Camry Sportivo. The more you see, the more you want.'

THE COMPLAINT

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

"The car is first disgorged from a helicopter, then the driver is seen to speed off down the winding road, cutting blind corners and generally driving in a most irresponsible dangerous manner."

"Camry Sportico (sic) racing down a mountain..."

"I find that this add promotes speeding and reckless driving..."

THE DETERMINATION

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'].

The Board considered that the advertisement employed obvious exaggeration, involving a remote location where there were no other road vehicles and the driver was in contact with the helicopter overhead.

It noted the advertiser's assurance that the advertisement was produced with strict adherence to all provisions of the FCAI Code, and that the advertiser remained committed to upholding the Code, as evidenced by all materials 'including scripts, storyboards and finished ads' being subject to approval, in respect of the Code, by third-party as well as internal lawyers.

It further noted submission of a letter from external solicitors stating their opinion that the material was not in any way in breach of the Code.

On its determination that the portrayal represented fantasy, and was thereby not in contravention of the Code, the Board dismissed the complaint.