



CASE REPORT

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| 1. Complaint reference number | 204/00 |
| 2. Advertiser | Volvo Car Australia Pty Ltd (V70 Wagon) |
| 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, headed ‘Introducing Australia’s Newest Childcare Centre’, depicts in a garden setting a young child and the (Volvo V70) wagon. There are two other captions, ‘Volvo – for life’ and ‘The new Volvo V70’, and text.

THE COMPLAINT

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

‘.....describing a motor car as a childcare centre is a misnomer and conveys rather an ironic message to the public. Earlier this year there was news from Victoria of a death of a child after being left in a car while its parents were elsewhere gambling. There have been other incidences too, where children have been left unsupervised inside cars causing alarm. Warnings have been issued to parents about the dangers of this practice.’

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.