



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

1. Complaint reference number	229/01
2. Advertiser	Land Rover Australia (Defender)
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 September 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features a photograph of a Land Rover Defender in a mountainous location above text headlined “The World’s Best 4x4s On Show” and otherwise detailing the display of vehicles at AgriQuip Field Days.

## **THE COMPLAINT**

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

*“The vehicle is shown to be appearing from a gorge that is reminiscent of the Grand Canyon... Our concern is for those in the community who are inexperienced and take the value of advertising seriously, believing what they see to be achievable.”*

## **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 determined that the advertisement did not contravene the Code’s provisions relating to health and safety. It further determined that the material did not breach the Code on any other grounds and, accordingly, dismissed the complaint.