



## **CASE REPORT**

1. Complaint reference number	242/02
2. Advertiser	Performance Automobiles
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 October 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The full page print advertisement depicts a series of images of various cars. Below each photograph is text which describes the vehicles, one of which contains the words ‘fast and furious’.

## **THE COMPLAINT**

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

*“... The Australian Standards Bureau has released tough new advertising standards aimed at blocking advertising that glorify speeding and encourage reckless driving. On page thirty-something in that same paper appeared an advert for a Nissan 200ZX turbo sports car ... which read in part, ‘... fast and furious’ ... “*

## **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 use of such words as ‘fast and furious’ in a print advertisement, did not contravene the health and safety provisions of the Code.

The Board further determined that the advertisement did not contravene any other aspects of the Code and consequently dismissed the complaint.