



## **CASE REPORT**

1. Complaint reference number	242/99
2. Advertiser	Holden Ltd (Commodore SS)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Upheld – discontinued or modified

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with the superimposed words ‘Warning: this road is controlled’ followed by a series of rapid sequence scenes showing a Commodore SS motor vehicle being driven at high speed in a variety of road situations. The final scene shows a roadway, apparently seen from the perspective of a vehicle travelling at speed, weaving from side to side and repeatedly crossing the centre line, with the superimposed words ‘Drive the power ... Drive the dream ... Holden. Drive on’.

## **THE COMPLAINT**

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

*“This commercial overtly suggests reckless driving and speeding ... I do not see the value in Holden taking irresponsible acts to promote its product.”*

*“I think it is offensive to promote speed and aggression in car advertising.”*

## **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 advertisement depicted material contrary to prevailing community standards on safety and, accordingly, breached Section 2.6 of the Code. The Board upheld the complaint on this basis. Section 2.6 provides that:

*“Advertisements shall not depict material contrary to prevailing community standards on health and safety”.*

The Board determined that the final scene in the advertisement, in which a roadway is depicted from the perspective of a vehicle travelling at speed, weaving from side to side and repeatedly crossing the centre line, could be interpreted as celebrating or encouraging dangerous driving practices.

Following receipt of the complaint/s, the advertiser amended the advertisement by modifying the final scene so as only to show the roadway from the perspective of a vehicle travelling in the left hand lane. The Board commended the advertiser’s decision to modify the advertisement in this manner.