



## **CASE REPORT**

1. Complaint reference number	251/01
2. Advertiser	Toyota Motor Corp Aust Ltd (Landcruiser Prado Turbo Diesel)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 9 October 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a school, where two teams of boys, aged around 10, are being given pep talks by their respective coaches until attention is diverted to the arrival of LandCruiser Prado Turbo Diesel. The vehicle proceeds past the sealed-surface carpark, and is shown in some dramatic four-wheel driving over a pile of sewer pipes and through mud and a water spout to deliver a young boy who looks a little embarrassed. The male driver looks pleased with himself as a caption appears reading: ‘Oh what a feeling.’ An announcer says: “Just because LandCruiser Prado Turbo Diesel has been named Overlander 4WD of the Year, don’t take it as an invitation to show off.” Subsequent captions read: ‘Toyota LandCruiser Prado Turbo Diesel. Overlander 4WD of the Year. Survive the City.’

## **THE COMPLAINT**

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

*“I do not believe that T.V. ads cause deaths on our roads, but in some instances I believe watching them sows the seed.”*

*“It is an insult to caring male drivers and a very poor role model for young boys.”*

## **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 considered that the depiction of four-wheel driving was sufficiently exaggerated to indicate it was not a real situation, and determined that the content of the advertisement did not contravene the health and safety provisions of the Code.

Finding that the advertising material did not breach any other provisions of the Code, the Board dismissed the complaint accordingly.