



CASE REPORT

1. Complaint reference number	254/00
2. Advertiser	Tyrepower Marketing (Region A) Ltd
3. Product	Professional Services
4. Type of advertisement	Radio
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement comprises, to up-beat background music, the following voiceover: ‘Tyrepower give you the power to stop (the sound of screeching brakes to end of sentence) dead in your tracks. That’s the power of having your tyres checked regularly by Tyrepower. Where the man who owns the store runs the store - so it’s in his interests to make sure you’re 100% satisfied. He’ll help you with balancing your tyres, check your steering, alignments and, if you need new tyres, you can take advantage of Tyrepower’s 6-month interest-free terms.’ (The sound of a shot.) ‘ Tyre (shot repeated) power.’ A male chorus concludes the advertisement: ‘Tyrepower – that’s powerful stuff.’

THE COMPLAINT

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

‘On three occasions in recent weeks I have reacted to the noise of screeching brakes and taken evasive action while driving in peak hour traffic I believe that (this advertisement) will inevitably lead to somebody having an accident while driving in heavy traffic.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that the sound of brakes within the advertisement did not contravene prevailing community standards of Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.