



CASE REPORT

1. Complaint reference number	256/03
2. Advertiser	Toyota Motor Corp Aust Ltd (Corolla Sportivo)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a couple driving over country roads in a Corolla Sportivo, the male driver obviously enjoying the experience as a voiceover states: "The new Corolla Sportivo, with 141 kilowatts of power." The scene changes to show the couple arriving at what is indicated to be the home of the female passenger's family. Her male companion, "John," is introduced to "Jeff and Bert," with the older of the two giving the visitor a friendly tap on the shoulder. An exchange of blows quickly escalates to a situation where John has Bert in a headlock as their scuffle knocks over furniture and smashes an ornament. As Bert is saved by Jeff, the voiceover states: "The adrenalin could take a while to wear off." The advertisement ends with a scene of the car and advertiser signage as the other characters watch John leap into the air in the established 'Oh What A Feeling' manner.

THE COMPLAINT

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

"Not only does this encourage some people to speed, it condones it as being a positive experience."

"The fact that the driver is hyper-aroused by the aggressive speeding behaviour is further reinforced by the fact that the driver, on reaching his destination, physically assaults a person who he is meeting for the first time."

"It's an ad that condones bad/speeding/hoon driving and all of the above."

"This advertisement is an undisguised appeal to young drivers to buy a car that will allow them to drive at high speeds and at the very limit of control on winding and wet roads."

THE DETERMINATION

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'].

The Board noted the advertiser's submission that: 'Toyota is committed to upholding the FCAI Code and to this end all materials, including scripts, storyboards and finished ads require approval from both Toyota's in-house as well as 3rd party lawyers.'

The Board further noted specific legal advice obtained before production of the advertisement that: 'The image of the man being pumped up after his drive is legally acceptable, and will not be a cause for concern unless the scene of him with the old man is particularly violent or extreme.'

In the view of the Board, the 'headlock' scene was boisterous, and this impression was supported by the accompanying sound effects, but the depiction was not in contravention of the FCAI Code.

On determination that the material did not represent a breach of the FCAI Code, the Board dismissed the complaint.