



CASE REPORT

1. Complaint reference number	257/03
2. Advertiser	Toyota Motor Corp Aust Ltd (Corolla Sportivo)
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photographic representation of the Corolla Sportivo under headline text reading: 'With 141kW of power, the ADRENALINE takes a while to wear off.' The lower part of the advertisement comprises text reading: 'Waiver. I understand that driving the Corolla Sportivo may leave me pumped to the eyeballs with adrenaline. I accept responsibility for rolling dramatically over car bonnets TV cop show style, wrestling large dogs or other domestic animals, indiscriminately karate chopping friends and colleagues or any other adrenaline-fuelled antics I perform after driving it.' The simulated 'waiver' also includes space for a name and the date.

THE COMPLAINT

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

"I have no doubt that the advertiser will reply that the advertisements (both print and television) were intended to be humorous. I see nothing funny about the thousands of people who are killed, mutilated and psychologically traumatised on Australian roads by the type of behaviour depicted as 'normal' or 'acceptable' in these advertisements."

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 advice from the advertiser that the material was 'clearly fun and fantasy in its approach' and that 'the executions are done in good taste and good humour to promote features of the Corolla Sportivo.'

It was determined that the advertising material did not contravene the FCAI Code and, accordingly, the complaint was dismissed.