



CASE REPORT

1. Complaint reference number	260/02
2. Advertiser	Ateco Automotive Pty Ltd (Alfa Romeo 156 GTA)
3. Product	Vehicles
4. Type of advertisement	Outdoor
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 November 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement depicts a photograph of a stationary red Alfa Romeo 156 GTA car. The accompanying text states: ‘Don’t let life pass you by. Or anything else.’

THE COMPLAINT

Comments which the complainant/s made regarding these advertisements included the following:

“...such a portrayal of illegal and unsafe behaviour is of great concern...It does appear that words urging a driver to go faster than everyone else on the road is neither within the literal meaning of the code nor its spirit...”

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 determined that the advertisement did not breach the health and safety provisions of the Code.

Further finding that the material did not breach the Code on any other grounds, the Board dismissed the complaint.