



CASE REPORT

1. Complaint reference number	268/02
2. Advertiser	Mitsubishi Motors Aust. Ltd (Lancer)
3. Product	Vehicles
4. Type of advertisement	TV
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

This television advertisement portrays a group of young men in one Lancer vehicle and a group of young women in another, with both vehicles being driven on city or suburban streets. Both groups of young people sing and move to contemporary ‘up-beat’ music. Subsequent scenes detail features of the vehicle, including air conditioning, dual airbags and keyless entry. In the final scene the advertiser’s logo appears with text reading: ‘Spirited Cars For Spirited People.’

THE COMPLAINT

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

“...The cars were not only speeding - but no one in each of two cars had on seatbelts...I find this most irresponsible with regard to car safety...”

“...when the authorities are endeavouring to install a sense of responsibility in young drivers, this type of advertising does not help...”

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 was of the view that the young people portrayed in the advertisement were wearing seatbelts and were otherwise depicted in a responsible way.

It determined that the advertisement did not breach the health and safety provisions of the Code and, after further finding that the material did not otherwise breach the Code, the Board dismissed the complaint.