



CASE REPORT

1. Complaint reference number	269/02
2. Advertiser	Mazda Australia Pty Ltd (MX 5)
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

The television advertisement depicts a number of Mazda MX5s being driven on a flat dirt surface, with the vehicles turning sharply and creating dust. This scene is accompanied by a voiceover stating: “If a car company puts a little bit of sports car in everything it builds, imagine what would happen when it builds a sports car.” A young boy is then shown appearing to watch the vehicles. The voiceover continues to describe various attributes of the Mazda MX5 concluding with the statement: “The company that re-invented the roadster keeps re-inventing the roadster”. The final image is the advertiser’s logo and name.

THE COMPLAINT

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

“...The advertisement portrays a group of Mazda MX5s speeding along, zig-zagging between one another and turning sharply...Such portrayal of illegal and unsafe behaviour is of great concern...”

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 noted that the advertisement was clearly stylised to display precision driving techniques by professional drivers, and that the cars were not on a road. After lengthy discussion, the Board determined that this advertisement did not contravene the health and safety provisions of the Advertiser Code of Ethics.

The Board further determined that the advertisement did not contravene any other provisions of the Code and, accordingly, the complaint was dismissed.