ADVERTISING
STANDARDS
BUREAU

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CASE REPORT

1.	Complaint reference number	270/99
2.	Advertiser	Ford Motor Co (Aust) Pty Ltd (Falcon Utility)
3.	Product	Vehicles
4.	Type of advertisement	TV
5.	Nature of complaint	Health and safety – section 2.6
6.	Date of determination	Tuesday, 10 August 1999
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with an outback scene of two men driving a Falcon utility towing a power boat. One is looking at a map as the other asks 'Where's the water?'. The driver then sees a salt lake ahead and begins to smile. In the next scene, the utility is shown driving across the salt lake at speed, with one of the men being towed behind on a snowboard, weaving from side to side and jumping into the air. The advertisement concludes with the superimposed words 'New V8 Falcon Ute. It's unbelievable'.

THE COMPLAINT

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

"… a very dangerous activity, indeed, fatal if the 'skier' or driver were to lose control and crash … I did not see any disclaimer alerting viewers to the dangerous nature of the activity and the need for the ut most caution and safety equipment (helmet) to be employed."

"The ad promotes dangerous stunts … this is an extremely dangerous message being sent."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not contain material that contravened prevailing community standards on safety, noting that the scene in question was presented in an exaggerated, unrealistic manner and would not conceivably encourage imitation. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.