



## **CASE REPORT**

1. Complaint reference number	274/02
2. Advertiser	Holden Ltd (Commodore)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 12 November 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

Two television advertisements were reviewed by the Board. In the first, a baby boy is being transported in a stroller by his mother, who wheels him around corners very quickly. The words appear: 'You've always had a thing for corners' before the scene cuts to a Holden Commodore being driven around corners. In the second advertisement, a schoolboy is sliding down a school staircase balustrade, taking the corners quickly. The same theme song is played and the same text appears (as above), before the scene again cuts to a Holden Commodore being driven around corners. The advertisements are accompanied by popular music with lyrics including: "Don't want to grow up, I want to get out... Take me away... I want to shout out..." In both cases, the final text appears with the advertiser's logo, supported by a voiceover saying: "The New Commodore. It's like corners were made for it."

## **THE COMPLAINT**

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

*"...It encourages/promotes unsafe driving...The ad promotes the concept that driving is primarily an activity done for enjoyment, and, MOST inappropriately, that it is a suitable activity for someone who DOES NOT WANT TO GROW UP..."*

*"...The risk-taking behaviour could well result in a crash and injury to a driver, passenger or innocent third party...Such a portrayal of unsafe behaviour is of great concern..."*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether these advertisements breached the Federal Chamber of Automotive Industries' Code for Motor Vehicle Advertising ('the Code').

The Board noted that it found no sense of recklessness in either advertisement, and determined therefore that they did not breach section 2 (a) of the Code.

Finding that the depictions within the advertisements did not contravene any other aspect of the Code, the Board dismissed the complaint.