



CASE REPORT

1. Complaint reference number	279/02
2. Advertiser	Mitsubishi Motots Australia Ltd (Pagero)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 December 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens with a Mitsubishi Pajero 4WD vehicle driving across dirt roads. Interspersed through the advertisement are voice-over supported visual images featuring various attributes of the vehicle. The final image depicts the advertiser's logo and the words and voice-over: "Spirited Cars for Spirited People."

THE COMPLAINT

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

"...this speeding and risk-taking behaviour could well result in a crash and injury to a driver, passenger or innocent third party. ...Such incautious behaviour is neither within the meaning of the Code nor its spirit..."

THE DETERMINATION

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'].

The Board concluded that the advertising did not portray material which was contrary to prevailing community standards on safety.

It further determined that the portrayal of off-road driving did not constitute obviously unsafe or reckless driving.

The Board concluded the material did not breach the FCAI Code on any grounds, and accordingly the Board dismissed the complaint.