



## **CASE REPORT**

1. Complaint reference number	280/02
2. Advertiser	Saab Automobile Australia Pty Ltd
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 television advertisement depicts a Saab vehicle overtaking a bus. The vehicle then stops at the side of the road, and when it drives on it is seen to over-take the bus again, providing the passengers with a second look. The advertisement is accompanied by music with the words: “I’ve got to let go, I’ve got to leave this place behind...watch me now as I’m leaving you behind me...” Interspersed with the music and the visuals are the words: ‘be a considerate driver’ and ‘let them have just one more look’. The final image depicts the advertiser’s logo, together with an Internet address and telephone number.

## **THE COMPLAINT**

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

*“...My objection is that it is an American commercial...As it is, it is misleading, irresponsible and dangerous. If it cannot be edited to suit Australia, it should be withdrawn...”*

## **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 it is not unlawful to depict a vehicle being driven on the ‘wrong’ side of the road, in program content or in advertisements.

The Board concluded that the advertising did not portray material which was contrary to prevailing community standards on safety and that it did not contravene the Code. Accordingly, the Board dismissed the complaint.