



CASE REPORT

1. Complaint reference number	281/02
2. Advertiser	Ford Motor Co (Aust) Pty Ltd (Ute)
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

This television advertisement depicts two men driving a Ford Falcon Ute rather slowly. The male passenger comments: “You know, I reckon you can tell it’s the most powerful ute ever made.” After the driver agrees, the passenger glances behind the vehicle to see police cars and helicopters in pursuit. He suggests: “Maybe we should take it for a run on the salt lake.” The vehicle is then seen to turn from the road, with the final image depicting the advertiser’s logo, the strapline ‘No Boundaries.’ A concluding voiceover states: “New Falcon Ute. It’s unbelievably powerful.”

THE COMPLAINT

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

“...The portrayal with many vehicles and helicopters following, half of which vehicles are on the wrong side of the centre line of the road...(there is also) a clear reference to engine power and very high speed...”

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, contrary to the complainant’s view, it found no evidence of speeding in this advertisement, and considered that most people would regard the portrayal of a police chase as entirely humorous.

Consequently, it determined that, under prevailing community standards, this advertisement did not contravene the health and safety provisions of the Code, and that the material did not breach any other provisions of the Code.

Accordingly, the complaint was dismissed.