



CASE REPORT

1. Complaint reference number	282/02
2. Advertiser	Ford Motor Co (Aust) Pty Ltd (Falcon)
3. Product	Vehicles
4. Type of advertisement	Print
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

The print advertisement depicts an image of a Falcon car with the caption: ‘What it is to be alive and not just to survive.’ This is accompanied by text describing some of the attributes of the car. The text finishes with the phrase: ‘New Falcon. Can’t get enough of this’. The advertiser’s logo and the words: ‘No Boundaries’ are also incorporated.

THE COMPLAINT

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

“...The advertisement contains text which is calculated to promote speeding and the power of the car...death and injury on our roads are tragic losses economically and socially...”

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 determined that the content of the advertisement did not contravene the Code in relation to health and safety.

It further determined that the advertisement did not contravene the Code on any other grounds and, accordingly, dismissed the complaint.