



CASE REPORT

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| 1. Complaint reference number | 283/02 |
| 2. Advertiser | Ford Motor Co (Aust) Pty Ltd (Falcon) |
| 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

The television advertisement depicts a Falcon vehicle being driven through a variety of traffic conditions, including a tunnel, through water, mountainous streets and sharp corners. These scenes are interspersed with images and text highlighting various attributes of the vehicle, including ‘ sequential sports shift, intelligent safety system, four new performance engines.’ The accompanying music contains the words: “I don’t want the world to change...I like the way it is...I can’t get enough of this...” The final images comprise text reading: ‘Can’t get enough of this,’ together with the advertiser's logo and the words: “Ford – No boundaries.”

THE COMPLAINT

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

“...The advertisement portrays a Silver Falcon speeding along a road, with the catchline ‘Can’t get enough of this – no boundaries’. This encouragement of speeding and risk-taking behaviour could well result in a crash or injury... such a portrayal and description of speeding and unsafe behaviour is of great concern...”

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 advertisement did not contravene the Code’s provisions relating to health and safety.

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