



CASE REPORT

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| 1. Complaint reference number | 288/02 |
| 2. Advertiser | Yamaha Motor Aust 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 number of Yamaha off-road motorcycles and all Terrain vehicles performing various stunts in differing driving conditions. All the riders are portrayed wearing appropriate protective clothing.

THE COMPLAINT

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

“...The speed and risk-taking behaviour could well result in a crash or injury to a driver, passenger or innocent third party. Such a portrayal of unsafe behavior is of great concern to the Roads and Traffic Authority...”

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 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.