



CASE REPORT

1. Complaint reference number	290/02
2. Advertiser	Mazda Australia Pty Ltd (MX 5/6)
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 Mazda vehicle being driven by a man along a quiet country road. A song is audible, including the words: “Yeah, Yeah, Yeah. They say life is a journey, but why waste a thrill along the way.” The view changes to show the female passenger turning towards the back seat as if to check on the baby. The camera then shows the sun coming through the open sunroof and continues to display various attributes of the vehicle. The voice-over continues: “Introducing the all new Mazda 6, new SVT engine, all new auto transmission-new everything. Feels like a Sport’s car, looks like a Mazda 6.” Other Mazda vehicles are then seen to drive in company with the Mazda 6.

THE COMPLAINT

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

“I wish to complain...near the end of the advertisement several cars overtake...appearing to almost side swipe while driving so...”

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 expressed the view that the majority of people would consider the vehicles to be under the control of professional drivers, and, that the advertising did not portray material which was contrary to prevailing community standards on safety. Accordingly, the Board dismissed the complaint.