



CASE REPORT

1. Complaint reference number	292/01
2. Advertiser	Toyota Motor Corp Aust Ltd (Celica)
3. Product	Vehicles
4. Type of advertisement	Outdoor
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a Celica car apparently being driven along an ice strip thoroughfare of the type used for bobsleds in the Winter Olympics. The vehicle is positioned in the centre of the thoroughfare, as marked by a dotted line. Below the visual representation, a caption reads: “HOLD ON TIGHT.” The advertisement also includes Toyota Celica signage and the tag-line “Oh What A Feeling.”

THE COMPLAINT

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

‘...I would like to raise several issues in connection with the safety aspects—or lack thereof—of this advertisement...The accent on speed...which is a proven killer in car crashes...the ‘Hold on Tight’ slogan suggesting a dangerous scenario...The illegality of the driving being portrayed and the modeling of such inappropriate behaviour.’

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 material within the advertisement did not breach the Code’s provisions relating to health and safety, and that it did not contravene the Code on any other ground.

The Board, accordingly, dismissed the complaint.

In reaching its determination, the Board acknowledged that the inclusion of a centre line introduced an element of reality, but took the view that the image was overwhelmingly stylized and unrealistic.