



CASE REPORT

1. Complaint reference number	297/04
2. Advertiser	Goodyear Tyres (Ducaro GA)
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 9 November 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a vehicle with Ducaro GA tyres being driven on what the voiceover states are some of the wildest roads in Australia. The voiceover explains that these roads have been tamed by the new Goodyear Ducaro GA.

THE COMPLAINT

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

“This advertisement encourages passivity to important road safety messages. To suggest that caution is not necessary on Australia’s wildest roads is irresponsible and in serious breach of community safety standards.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“... the TVC does not portray:

- (a) unsafe driving in breach of Commonwealth or State or Territory laws;*
- (b) people driving at speeds in excess of prevailing speed limits: or*
- (c) driving practices in breach of Commonwealth or State or Territory laws.”*

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that the purpose of the product being advertised was to make driving more safe and that the driving practices depicted appeared controlled rather than dangerous or unsafe.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.