



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 300/01 |
| 2. Advertiser | Honda Australia Pty Ltd (Integra) |
| 3. Product | Vehicles |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 December 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement features a composite photograph of the Integra car over a caption reading, 'Is racing in your blood?' The advertisement also incorporates a Honda logo, with the words, 'The Power of Dreams', and a labeling of the displayed vehicles as 'Integra Type R'.

THE COMPLAINT

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

'I object to this advertising on the grounds that it is clearly promoting/encouraging entirely inappropriate attitudes to motoring in general and to speeding and racing in particular.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not contravene the provisions of the Code relating to health and safety, and did not breach the Code on any other ground.

Accordingly, the complaint was dismissed.