



CASE REPORT

1. Complaint reference number	301/02
2. Advertiser	Holden Ltd (Commodore Utility)
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 initially depicts circles made in a wheat field where a group of what appear to be scientists, assorted helicopter-equipped news crews are examining the scene. The view then widens to show a young man who appears to be disinterested yet amused, leaning against the bonnet of his new Holden Ute. The camera fades to show the action that occurred the previous night as if implying that the wheat cycles were achieved by man-made means. This scene is accompanied by loud music, dust flying, the roar of an engine and flashing lights. The voice-over states: “The new Holden Ute—the force of nature.” The final image is the advertiser’s logo and the words: ‘ HOLDEN DRIVE ON-holden.com.au.’

THE COMPLAINT

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

“...Why is it that in this advertisement a young man apparently performs some uninvited hooning behaviour in a farmer’s paddock...This ad plays along and takes a wink at the idea that it is all good, clean, no-repercussions fun...”

THE DETERMINATION

The Advertising Standards Board [‘the Board’] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice [‘the FCAI Code’].

The Board noted that no driving was depicted in this advertisement. The Board concluded that the advertising did not portray material which was contrary to prevailing community standards on safety.

Finding that the advertisement did not breach any provisions of the FCAI Code, the Board dismissed the complaint.