



CASE REPORT

1. Complaint reference number	312/02
2. Advertiser	Holden Ltd (Astra)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 February 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a Holden Astra vehicle being driven along a road, when a cherry appears from a female passenger's bag of fruit. The cherry appears to float in the air between the driver and the passenger, its movement directed by the reactions of the driver. As the camera view zooms in, various attributes of the car are evident, accompanied by a voice-over saying: "Nothing handles like an Astra." The final image is the female passenger eating the cherry, with the advertiser's logo superimposed.

THE COMPLAINT

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

"...The driver is totally preoccupied with the cherry and his attention is everywhere but on the wheel, on the road and on his driving...It follows that this commercial is in breach of the Code. We ask that it be taken off air immediately..."

"...This risk-taking behaviour could well result in a crash or injury to a driver, passenger or innocent third party...Such incautious behaviour is neither within the meaning of the Code or its spirit..."

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 determined that the advertising material did not breach the FCAI Code in relation to health and safety issues or on any other grounds.

Accordingly the Board dismissed the complaint.