



## **CASE REPORT**

1. Complaint reference number	316/02
2. Advertiser	Ateco Automotive Pty Ltd (Alfa Romeo)
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 advertisement depicts a woman attending both a business meeting and a social function. While the meeting is in progress, and while she is engaged in her social activity, she apparently imagines herself driving her Alfa Romeo 147 in an exuberant manner. During this driving sequence, while still in the meeting, she becomes excited and agitated, apparently enjoying the image of the remembered experience. The final image displays details of the vehicle, the price and where the vehicle is available.

## **THE COMPLAINT**

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

*“Safe driving...is not compatible with an excited, aggressive, agitated or exuberant disposition. It is inappropriate to depict a driver exhibiting such disposition...”*

*“...this is totally irresponsible, furthering speed when the Govt and other bodies are trying to cut down on speed and car accidents...”*

## **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 convey a message of unsafe driving and that the provisions relating to health and safety were not contravened.

Accordingly, the Board dismissed the complaint.