



## **CASE REPORT**

1. Complaint reference number	320/00
2. Advertiser	Mitsubishi Motors Aust. Ltd (3.5 Litre V6 Magna VR-X)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 November 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement opens with a voiceover, ‘To film a bullet, you need a high-speed camera’, and depicts a gun and a camera attached to the side of a vehicle. The gun, mounted on a device, fires a bullet which passes through a series of objects as targets, smashing them in its wake. Interspersed are shots of a (Mitsubishi Magna) vehicle on the move. The voiceover continues, ‘163 kilowatt 3.5 Litre V6 Mitsubishi Magna VR-X. It’ll go like a shot.’ The advertisement concludes with the vehicle stopping before the bullet arrives at the same spot, the advertiser’s logo and website, and a whispered ‘Mitsubishi’.

## **THE COMPLAINT**

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

*‘In my opinion this promotes the rationale of having this car to speed with. Obviously it is not in the interests of road safety, but promoting a vehicle to be faster than a bullet.’*

*‘It is a contradiction for Governments to advertise and urge motorists to slow down for safety (sic) sake, and then for car advertisers to rely on speed to sell their products. .... With increasing road deaths, the motor vehicle industry has a responsibility to take a more sensible approach in its advertising.’*

## **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 was of the view that the material within the advertisement did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.