



CASE REPORT

1. Complaint reference number	327/00
2. Advertiser	Ford Motor Co (Aust) Pty Ltd (Falcon Ute)
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 depicts shots of a land speed vehicle moving across the ground, interspersed with shots of its interior and its vibrating effect on its driver. A (Ford XR8 Falcon) utility containing two men draws level and the passenger, nodding at the adjacent speed vehicle, says to the utility's driver, 'Must be stuck in third.' The driver smiles, accelerates, and the utility overtakes the speed vehicle, whose driver is shown removing a mask from his mouth in disbelief. A voiceover and text says, 'The XR8 Falcon Ute. It's unbelievable.' The advertisement concludes with the Ford insignia between the words 'Built' and 'Tough'.

THE COMPLAINT

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

'It is irresponsible advertising for manufacturers to advertise the safety features of their vehicles through promoting dangerous and reckless driving.'

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 depiction of the vehicles within the advertisement was clearly fanciful and fictitious and that it did not contravene prevailing community standards on Health & Safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.