ADVERTISING STANDARDS BUREAU

CASE REPORT

1.	Complaint reference number	340/99
2.	Advertiser	Mitsubishi Motors Aust Ltd (Verada)
3.	Product	Vehicles
4.	Type of advertisement	TV
5.	Nature of complaint	Health and safety – section 2.6
6.	Date of determination	Tuesday, 9 November 1999
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a woman driving a car at night with a male passenger. The man appears to wake up and asks "Where are we?" to which the woman replies "We're about 12 kilometres from home". The man then fully reclines his seat and goes back to sleep. In the next scene, the woman parks the car in a driveway and says "Honey, we're home". The man does not wake and the woman says goodnight, gets out of the car and begins to walk towards the front door. Voiceover says "The new Mitsubishi Verada. Now with every possible luxury … including a panic alarm". The woman then turns back to the car and pushes a button on the key ring, activating the car alarm and causing the man to wake up with a start. The woman pushes the button again, deactivating the alarm as voiceover says "Nothing overlooked".

THE COMPLAINT

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

"Some years ago a friend of mine died as a result of being put in a similar position as on impact they just slide out from the seat belt … sending the wrong message to the community and ignoring the risks involved in not wearing a seat belt correctly."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not contain material that contravened prevailing community standards on safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.