



CASE REPORT

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| 1. Complaint reference number | 355/00 |
| 2. Advertiser | Nissan Motor Aust. Pty Ltd (200SX - Manual Transmission and Rear Wheel Drive) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

The television advertisements begin, to a background of fairground music, with a shot of the car in motion and superimposed text, ‘Overseas model shown’. The vehicle is photographed, from a variety of angles and positions, as it moves at speed along winding road in rocky terrain. Sound effects resembling a roller coaster ride accompany the images. A voiceover says, ‘The new Nissan 200SX. With six speed manual transmission (*or*) With rear wheel drive. What a ride.’ Fairground music accompanies the final text.

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

‘.....it greatly emphasised speed. I found it to be totally irresponsible’

‘In this day and age – surely it is inappropriate to glorify extreme speed and foolishness? It makes a mockery of the “Speed Kills” ads – there are enough “hoons” on the roads as it is.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board, while appreciating the points of view expressed by the complainants and after careful consideration, took the view that the material within the advertisement was reminiscent of the ‘action’ film genre and, as such, was not a realistic depiction. The Board determined that the advertisement did not contravene prevailing community standards on Health & Safety and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.