



CASE REPORT

1. Complaint reference number	366/99
2. Advertiser	Toyota Motor Corp Aust Ltd (Prado)
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 commences with a scene of a woman driving a Toyota ‘Prado’ along a road, with a male passenger and two children. As she pulls out to overtake a milk tanker, the car appears to pass through a wall of flames into a landscape of volcanic activity, with spouting lava and falling rocks. This continues until the woman activates her turn indicator, with the scene returning to normal as the car pulls back into the left-hand lane having overtaken the tanker. Voiceover says “Spend less time on the wrong side of the road with the powerful new look Landcruiser Prado”.

THE COMPLAINT

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

“Am I stupid that I find the behaviour of the woman/wife/mother behind the wheel in the Prado, with children, passing, yes, a fuel tanker, experiencing her worst nightmare. What an attitude! Power!”

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, noting that the overtaking manoeuvre had not been executed in a dangerous manner and that the depiction of driving through the volcanic landscape was clearly fictitious. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.