



CASE REPORT

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| 1. Complaint reference number | 375/99 |
| 2. Advertiser | Ford Motor Co. of Australia Ltd |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 7 December 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement consists of a number of scenes of a man driving a car, appearing to be giving a driving lesson to a young boy seated beside him in a child restraint seat. As the man gives instructions on cornering technique, the young boy plays with a toy steering wheel, finally spinning it around above his head. The advertisement concludes with the man saying ‘At least your Falcon will always do what you tell it to’.

THE COMPLAINT

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

“The wheel the child has is a lethal weapon and is also a missile, this is a bad commercial, it encourages parents that wouldn’t realise how dangerous this can be, letting little children have loose articles to play with in a car that is being driven quite fast on the open road.”

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 the advertiser’s advice that the toy steering wheel used in the scene was made of thin, hollow plastic, was of extremely lightweight design and had no hard edges or sharp points. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.