



## **CASE REPORT**

1. Complaint reference number	376/00
2. Advertiser	Holden Ltd (Commodore Anti-Lock Braking System)
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 ADVERTISEMENT**

The television advertisement portrays a man wearing race driver gear, standing in the rain, holding an umbrella and speaking to camera. He says, 'I told you before, (text appears on-screen: 'Mark Skaife – Holden Racing Team') I'm a control freak, so I never put myself in a situation I couldn't control'. From this point, his to-camera action is interspersed with shots of the (Commodore) car travelling in rain. He continues, 'That's why I love the new VX Commodore with anti-lock braking system standard across the whole range. ABS helps prevent your brakes from locking, which gives you more steering control in dangerous situations.' At this point, the vehicle is travelling at speed towards Skaife who stands stationary on the road, and one of its headlights malfunctions. To sound effects, there are shots of poor visibility, a foot applying brakes and a wheel spinning before the car stops alongside him. 'Commodore, with ABS standard. Drive on', he concludes. The advertisement ends with a shot of a road as it would appear from the front seat of a moving vehicle, the advertiser's logo and text, 'Holden - Drive on' and a website.

## **THE COMPLAINT**

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

*'My concern is that this advertisement may encourage other Holden drivers, or other vehicle drivers for that matter, to put his claims to the test, with the result that someone may be badly hurt, or killed. With the number of road deaths increasing every year in Australia, I feel that this advertisement is not appropriate .....*

## **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 determined that the material within the advertisement did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.