



CASE REPORT

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| 1. Complaint reference number | 431/07 |
| 2. Advertiser | Robert Bosch Aust Pty Ltd (Bosch Power Drill) |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Monday, 21 January 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement commences with a male announcer relating "Another Bosch 18X2 Cordless Drill extreme story - Two tradies were sitting in a Ute at smoko enjoying a meat pie, when this ad came on the radio..." There is the sound of someone groaning heavily as if lifting a great weight and placing it on a bracket. Another male voice (within the ad) comments "That's over 180 kilos mate - talk about grunt! If you think that's extreme performance, just wait until you experience the new Bosch 18X2 Cordless. It's 15% faster than other 18 volt lithium-ion drill, and has all the grunt of a corded tool. The new Bosch 18X2. Expect extreme performance. Bosch - invented for life." The voice continues to the man lifting the weights, "Go on, I dare you - one-handed." The original announcer returns to continue "After the ad finished, the tradies finished their pies and drove 15% faster to buy a new Bosch 18X2 Cordless. Now that's extreme. Bosch - invented for life."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

At the end of the radio ad, the voice over says 'the tradies will now be able to drive 15% faster'. It is not appropriate to encourage people to drive 15% faster as speeding is a significant cause of death and serious injury on our roads and it shouldn't be encouraged.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

I have been asked to provide you with information regarding to a recent complaint. Firstly Bosch does not condone speeding, and the intention of the advert was definately not to encourage speeding. We regret that any misinterpretation has occured, and like the complainant agree with the dangers of speeding.

THE DETERMINATION

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

The Board noted the complainant's concern that the advertisement encouraged speeding.

The Board listened to the advertisement and noted the reference to driving 15% faster. The Board was of the view that the context of the advertisement was clearly focused on the speed of drilling and the efficiency of the product. The Board considered that the reference to driving 15% faster to buy a

new drill did not necessarily mean that the men were speeding or driving at an unsafe speed.

The Board considered that the advertisement did not encourage speeding and therefore did not breach Section 2.6 of the Code by depicting material that breaches prevailing community standards on safe driving.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.