



## **CASE REPORT**

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|-------------------------------|-------------------------------------|
| 1. Complaint reference number | 50/03                               |
| 2. Advertiser                 | Nissan Motor Aust. Pty Ltd (Patrol) |
| 3. Product                    | Vehicles                            |
| 4. Type of advertisement      | TV                                  |
| 5. Nature of complaint        | Health and safety – section 2.6     |
| 6. Date of determination      | Tuesday, 11 March 2003              |
| 7. DETERMINATION              | Dismissed                           |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement shows a Nissan Patrol 4WD winning a ‘tug-of-war’ with what is revealed to be its preceding model, as a voice-over states: “The 4.8 litre Nissan Patrol is the most powerful Patrol ever. In fact, with 185 kw of power, its more powerful than the V8 Land Cruiser and Pajero. It’s even more powerful than the V8 Lexus and the V8 Landrover Discovery. But what’s more remarkable is that it’s 28% more powerful than the old Patrol. The 185kw Nissan Patrol. The Most powerful Patrol ever.’ The advertisement ends on a Nissan logo.

## **THE COMPLAINT**

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

*“I find it amazing that it was wrong...to promote ‘powerful’ cars doing donuts in the dirt and racing, yet 2 Nissan Patrols can be chained together doing burnouts (on a road) and saying how powerful the Nissan is.”*

## **THE DETERMINATION**

The Advertising Standards Board [‘the Board’] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice [‘the FCAI Code’].

The Board opined that the portrayal in the advertisement was a staged event and did not represent regular operation of motor vehicles.

Finding that the content of the advertisement did not contravene the FCAI Code, the Board dismissed the complaint.