



CASE REPORT

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| 1. Complaint reference number | 52/02 |
| 2. Advertiser | Honda Australia Pty Ltd (NSX/Integral/S2000/Civic) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement features scenes of Formula One racers and regular Honda road cars intercut with captions combining to read ‘Inside Every Honda There’s F1 Technology and Screaming To Get Out’. The advertisement ends with a graphic reading: ‘Honda. The Power Of Dreams’.

THE COMPLAINT

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

“Is it any wonder our road accident rate is increasing every year?”

“This form of advertising is running against the national and state Road Traffic Authority campaigns to reduce the road toll.”

THE DETERMINATION

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

The Board determined that this advertisement did not contravene the provisions of the Code relating to health and safety.

With a further determination that that the material did not breach the Code on any other grounds, the Board dismissed the complaint.