



CASE REPORT

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| 1. Complaint reference number | 54/03 |
| 2. Advertiser | Subaru (Aust) Pty Ltd |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | FCAI - Other |
| 6. Date of determination | Tuesday, 11 March 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on an x-ray view of a Subaru under a caption reading ‘Subaru’s All-Wheel Drive system is perfectly symmetrical,’ and proceeds to show a variety of perspectives of various Subaru vehicles set to music. With subsequent captions reading: ‘Symmetry creates balance’ and ‘Balance creates control’, the views include open road and cliff road scenes, and images of vehicles cornering, circling and appearing over rises in the road, with all four wheels of one (rally-style) vehicle shown off the road for a few seconds. The advertisement ends with a Subaru badge and text reading: ‘Subaru. Symmetrical All-Wheel Drive.’

THE COMPLAINT

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

“The speeding and risk-taking behaviour could well result in a crash and injury to a driver, passenger or innocent third party.”

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 noted that the sequence showing a car leaving the road featured a rally-equipped vehicle participating in a sporting event, and did not consider that it represented a breach of the FCAI Code.

Accordingly, the Board dismissed the complaint.