



CASE REPORT

- | | |
|-------------------------------|------------------------------------|
| 1. Complaint reference number | 59/03 |
| 2. Advertiser | Nissan Motor Aust. Pty Ltd (Shift) |
| 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 opens on a scene of a Nissan 4WD vehicle driving along a beach at the water's edge, with a superimposed caption reading: 'SHIFT_' changing to 'SHIFT_fun' as the view switches to surfing scenes. Over a music track, other Nissan vehicles are then shown on a beach and in a car park, ahead of vision showing a person jumping backwards from a rocky outcrop. A caption changes from 'SHIFT_' to 'SHIFT_excitement,' as a Nissan utility is shown ahead of a sequence of still shots of scooter riders, and a Nissan racing car with four wheels above the track. A parade of Nissan vehicles is then shown ahead of vision of them driving side-by-side over what appears to be mudflats. Accompanying voice-over states: "Shift the way you move through the world," and the advertisement ends with a Nissan logo and text reading: 'SHIFT-the future.'

THE COMPLAINT

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

"...obviously unsafe driving, including reckless and menacing driving—a line of vehicles being driven abreast of each other...high-speed and extremely dangerous driving in a car park with sudden and dangerous turns around concrete pylons...high speed and extremely dangerous driving along a beach ."

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 was of the view that this advertisement made obvious use of fantasy, and that it did not contravene the FCAI Code.

Accordingly, the complaint was dismissed.