



CASE REPORT

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| 1. Complaint reference number | 66/01 |
| 2. Advertiser | Ford Motor Co. of Aust Ltd (Falcon XR8) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on the depiction of a storm and then shows a fast moving car being struck by lightning and encased in electricity. The car continues to be driven at high speed after the lightning effect until a superimposed caption announces: ‘Falcon XR8. Lightning Fast.’

THE COMPLAINT

A complainant expressed the view that *‘advertising such as this may compromise the road safety standards of Austral by modeling reckless and illegal driving behaviour.’*

THE DETERMINATION

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

In the view of the Board, the scenes comprising the advertisement did not contravene prevailing community standards on health & safety, and that the advertisement did not breach the Code on these or any other grounds. Accordingly, the Board dismissed the complaint.