



CASE REPORT

1. Complaint reference number	69/03
2. Advertiser	Mitsubishi Motors Australia Ltd (Outlander)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 8 April 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a petrol station scene, where a Mitsubishi Outlander is pulling out, the male and female occupants singing along with the radio as the camera angle changes to show different features of the vehicle. This continues as the vehicle travels through a shopping area and out onto open roads. At the end of the advertisement, the vehicle arrives at a beach at dusk and the woman jumps out of the car and extends her arms in an expression of freedom as superimposed text reads: 'Find your place in the sun. All new Outlander 4WD. Mitsubishi. Spirited cars for spirited people.'

THE COMPLAINT

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

"...the driver doesn't appear to be remotely in care and control of the vehicle. If this isn't enough, the music lyrics speak of being high on drugs...while they're driving?"

"...(if) they want to advertise cars, advertise them with some half decent music not entice people to take drugs."

"I am horrified by the unsafe driving practices displayed...This ad demonstrates the very things that drivers should NOT be doing."

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'].

It noted the advertiser's advice that the music track 'Blister in the Sun' was selected 'because of the mood and energy...not because of the lyrics,' and the company's assurance that: 'Mitsubishi advertising is all about real people driving and enjoying the driving experience. We are not in any way attempting to promote reckless driving or behaviour.'

The Board did not consider that the advertisement portrayed obviously unsafe or reckless driving.

The Board determined that the material did not contravene the FCAI Code on any grounds and dismissed the complaint.