

CASE REPORT

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| 1. Complaint reference number | 74/01 |
| 2. Advertiser | Subaru Aust Pty Ltd (Impreza) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION of advertisement

The music-backed television advertisement shows an all-wheel-drive vehicle being driven in various locations, including through a tunnel and along various town and country roads. The advertisement ends with a caption announcing ‘Subaru All Wheel Drive’ and a website address.

THE COMPLAINT

Comments made by the complainant in relation to this advertisement include the following:

‘The vehicle is shown on a bright and sunny day, and most shots show the vehicle being driven with its driving lamps lit. The use of driving lights during daylight hours is illegal in all states... Many drivers appear to believe it is acceptable to use their driving lights during the day and this advertisement will obviously further encourage such 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’).

The Board determined that the material within the advertisement did not contravene prevailing community standards in relation to health & safety, or breach the Code on any other grounds. Accordingly, the Board dismissed the complaint.