



CASE REPORT

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| 1. Complaint reference number | 74/03 |
| 2. Advertiser | North Coast Kawasaki |
| 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 portrayal of a motorcycle sales situation where the offer of a carton of beer to clinch the deal escalates to 20 cartons. The cartons are shown being stacked in the motorcycle sales yard as the point is repeated that sales of new Kawasaki motorcycles will attract a bonus of 20 cartons of beer. The advertisement ends with the Maroochydore contact details of the advertiser.

THE COMPLAINT

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

“The offer not only advocated but promoted the consumption of excess quantities of alcohol in association with the sale of a motor vehicle. That the motor vehicle is a motor cycle is particularly abhorrent given that the consumption of alcohol while riding a motorcycle is inherently dangerous to both the rider and other road users.”

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 observed that the advertisement did not depict driving of a motor vehicle by people under the influence of alcohol.

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