



CASE REPORT

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| 1. Complaint reference number | 74/99 |
| 2. Advertiser | Blacktown Motor World |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a series of people standing next to their new cars and making comment. This includes, (Person no 1) 'My Pajero cost only ...a far cry from what it would go for in Dubbo' and (Person no 2) 'I traded in my old bomb for a Falcon at \$28.00 per week. The fellows in Mudgee couldn't believe it' and (Person no 3) 'I...picked up the Tarago for... I couldn't do better than that in Orange .' A male voiceover's script then includes the following words, 'Blacktown Motor World in Sydney specialises in looking after country customers....small town service in the big city.'

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'I find the line "I couldn't get a deal like that in Orange "...offensive because its detrimental to Orange businesses and of course is not true.'

THE DETERMINATION

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

The Board determined that the advertisement did not constitute a breach of the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.