



CASE REPORT

1. Complaint reference number	78/03
2. Advertiser	Holden Ltd (Commodore)
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 features a young boy sitting in a Holden Commodore making revving and gear-change noises in pretending to be a racecar driver. As if commentating on a race, he says: "And here comes Skaifey in his Holden Commodore. It looks like he's going to take the lead....wow, great driving. Skaife is up into first place. Gee that Commodore really is a super car—15 wins at Bathurst, 7 championship titles—and the driver? Well, this kid is better than Mark Skaife ever was." At this point he looks up to see Mark Skaife standing beside the car. After a momentary pause, the boy moves the sun visor to block out his view of the racecar driver and continues his play. A caption-supported voiceover states: "Holden Commodore— Australia's favourite car." The advertisement ends on a graphic incorporating the advertiser's logo and a strap line reading: 'Holden. Drive on.'

THE COMPLAINT

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

"A little irresponsible as children can presume that access to the family car is safe and approved, regardless of the very real risk of fire and runaway situations."

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 noted the advertiser's assurance that the advertisement was filmed under strict safety conditions, with every scene showing that children should always be supervised when in and around cars.

It was also noted that the company advised its commitment to ensuring that all of its advertising 'meets or exceeds the relevant healthy and safety regulations.'

The Board concluded that the advertisement did not breach the FCAI Code on any grounds and accordingly the Board dismissed the complaint.