



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1. Complaint reference number | 81/00                           |
| 2. Advertiser                 | Paul Wakeling Motors            |
| 3. Product                    | Retail                          |
| 4. Type of advertisement      | Print                           |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 11 April 2000          |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement is headed ‘Choose your weapon!’ and sub-headed ‘At Paul Wakeling Motors you have the choice of 15 street legal weapons at the lowest prices. Just talk to our team of HSV experts. You’d be crazy to go anywhere else!’ It comprises photographs of vehicles, each with a brief description and price.

## **THE COMPLAINT**

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

*‘At a time when everyone is concerned with reducing the road toll, it ill-behoves any company to promote its cars as weapons.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the wording within the advertisement did not encourage dangerous driving practices and did not offend prevailing community views on safety standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint. The Board noted in passing that the advertiser had withdrawn the advertisement from further publication.