



CASE REPORT

1. Complaint reference number	92/03
2. Advertiser	Saab Automobile Australia Pty Ltd (9-3 Sport Sedan)
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 group of people enjoying a televised soccer match, with one man seen at a window, looking out at a Saab 9-3 Sport Sedan. The view changes to the man driving the car around empty streets, with a superimposed caption reading: 'Overseas model shown. Filmed under controlled conditions.' The man is then shown parking the car and returning to the soccer-watching group, his absence evidently unnoticed. A panel of text appears, reading: 'The all new Saab 93-3 Sport Sedan,' before the advertisement concludes with the advertiser's logo and an Internet website address and the strap line: 'move your mind.'

THE COMPLAINT

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

"The advertisement portrays the Saab skidding to a halt in a full broadside, in a manner that could endanger nearby vehicles and pedestrians, and could also possibly result in total loss of control of the vehicle with subsequent injuries to its occupants."

"...sudden, extreme and unnecessary changes in direction—a 4-wheel drift..."

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 considered that most people would view the advertisement as portraying fantasy, and determined that the advertisement did not contravene the FCAI Code. Accordingly, the complaint was dismissed.