



CASE REPORT

1. Complaint reference number	95/03
2. Advertiser	Toyota Motor Corp Aust Ltd (Prado)
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 crowd of people participating in a roller coaster-type ride, with a windscreen display reading: 'Get Ready. Loading – Downhill Assist Control, Active Traction Control, Vehicle Stability Control, Hill-Start Assist Control. Driver Assist Technology Loaded. Start!' As the ride proceeds, a voice over states: "All new LandCruiser Prado introduces Driver Assist Technology. A revolutionary 4WD system designed to increase your ability, control and confidence over the roughest of terrains." The passengers on the ride are shown to be relaxed as it continues at awkward angles and through a water feature as a caption appears reading: 'Book now. All new Prado. The Ride.' The advertisement concludes with an identifying logo and an Internet website address, together with text reading: 'Disclaimer: Grande model shown.'

THE COMPLAINT

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

"The advertisement portrays a Prado 4WD with Driver Assist Technology hurtling over a series of crests, bouncing off rocks and surging through creeks...This speeding and risk-taking behaviour could well result in a crash and injury to a driver, passenger or innocent third party."

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 the advertisement employed the fantasy of an amusement ride, and that most people would regard the portrayal as both imaginative and employing some element of self-evident exaggeration.

It noted advice from the advertiser that: '...the vehicle was travelling at a safe speed from 15-40 kph at all times during the filming of this commercial...The vehicle is a four-wheel drive vehicle, which is more than capable to drive over rocks, travel through water, which was less than one metre deep, and traverse crests safely at or below this speed.'

The Board considered that this advertisement included sequences which legitimately depicted an off-road or four-wheel drive vehicle travelling over loose or unsealed surfaces or uneven terrain.

Reaching a determination that the material did not breach the FCAI Code on any grounds, the Board dismissed the complaint.