



CASE REPORT

1. Complaint reference number	96/03
2. Advertiser	Saab Automobile Australia Pty Ltd (Saab 9-3 Convertible)
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 music-backed television advertisement features an open-topped Saab 9-3 Convertible being driven along what appear to be European roads as a sequence of captions are superimposed reading: 'Unlimited Horizons; Unlimited Expression; Unlimited Freedom. Limited Edition.' A separately superimposed caption at the start of the commercial reads: 'Overseas Model Shown,' and the car is shown traveling on the right-hand side of the road throughout the advertisement, which ends with a graphic incorporating a Saab logo and text including a price line of 'From \$149 pw,' with details of this offer appearing in smaller type,

THE COMPLAINT

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

"It is an offence in all states and territories to drive in the outside lane unless overtaking."

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 portrayal of driving in the right-hand lane was a familiar feature of many feature films and appropriate to the location in this advertisement. It noted advice from the advertiser that the commercial was filmed overseas depicting an overseas model, as indicated in a superimposed caption.

On this basis the Board determined that the advertisement did not portray unsafe or reckless driving as provided in the FCAI Code and the complaint was dismissed.