



CASE REPORT

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| 1. Complaint reference number | 98/03 |
| 2. Advertiser | Holden Ltd (Rodeo) |
| 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 ‘monster trucks’ stadium event, where one of the competing trucks with oversize wheels accelerates up and off a ramp to crash down onto a line of cars before appearing to break down. A Holden Rodeo is shown driving into the arena, up and off the ramp to clear the line of cars and skid to a stop in front of the disabled stopped monster truck, where the driver gets out asking: “So what seems to be the problem?” The view changes to see the Rodeo towing the monster truck out of the stadium arena. The advertisement ends with a graphic reading: ‘All new Holden Rodeo’ and a commentator’s voice saying: “I love this job!”

THE COMPLAINT

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

“The advertisement portrays a Holden Monster Truck broadsiding, skidding and behaving with disregard for bystanders.”

“Sudden, extreme and unnecessary changes in direction—a 4-wheel 360 degree drift, also known as a doughnut.”

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 claim of the advertiser that: ‘The advertisement quite clearly depicts a motor sport event in a controlled environment,’ and expressed the view that the advertisement employed obvious exaggeration of a staged event and on this basis did not portray unsafe or reckless driving as provided in the FCAI Code.

Accordingly, the complaint was dismissed.