



CASE REPORT

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| 1. Complaint reference number | 99/03 |
| 2. Advertiser | Holden Ltd (Barina) |
| 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 meadow where horse riders are shown preparing for a hunt, offering a pack of foxhounds the scent of a Holden Barina key ring. The view changes to show a Holden Barina proceeding to elude the hunt by driving through a forest. It then stops and reverses behind a tree to hide. The horse riders and hounds are shown coming to a halt at the edge of a river, seeing the Barina now out of reach on the other bank. The advertisement ends with a voice over supported caption reading: 'Handling. Barina Style' ahead of a Holden logo and the strap line: 'Drive On.'

THE COMPLAINT

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

"Vehicle doing 4-wheel drifts and sudden turns. Vehicle driven in and out of obstacles dangerously."

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 expressed the view that the advertisement depicted obvious fantasy and noted the advertiser's contention that 'the driving practices within the ad were all forms of controlled driving and product demonstration...undertaken in a safe and responsible manner.'

The Board concluded that the advertisement did not breach the FCAI Code on any grounds and accordingly, the complaint was dismissed.