

COMPLAINT NUMBER	16/379
COMPLAINANT	R Tilley
ADVERTISER	LDV Vans
ADVERTISEMENT	LDV Vans Print
DATE OF MEETING	28 November 2016
OUTCOME	Settled

Advertisement: The newspaper advertisement for LDV vans shows a picture of a man standing next to an LDV van. Above this image are the words: 'Dave has travelled over 1 MILLION kilometres in his LDV V80s!! "1,000,000 kms in under 3 years and we haven't missed a day with the LDV's"'.

The Chair ruled the complaint was Settled.

Complainant, R Tilley, said: The NZ Herald advertisement "Indicates that Dave personally drove 1 million kilometres in the pictured vehicle. The car was imported in January 2015 and the last WOF details stated 94,000KM <https://carjam.co.nz/car/?plate=hyn592> he would then either be lying or illegally winding back the clock on the diesel vehicle to avoid paying road user charges. The 1Mil is an exaggeration as the drive Auckland to Gisborne takes at least 6-7hrs each way totaling 12-14hrs a day. He would have to do this for 2.3years to get to 1 million KM which is highly unlikely and also a breach of H&S legislation in regards to driver time behind the wheel."

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2; Code for Advertising Vehicles - Principle 1.

The Chair noted the Complainant's concerns that the advertisement was misleading because it would not be possible for one person to drive one million kilometres in the pictured vehicle.

The Chair reviewed the response from the Advertiser and noted the Advertiser acknowledged that the advertisement could give the impression that Dave himself had personally travelled one million kilometres in the van, which isn't what happened.

The Advertiser said Dave has two LDV vans (hence the reference to the plural "V80's") and three other part-time drivers. The advertisement directs the reader to a video which fully explains Dave's story.

The Advertiser said they had no intention to mislead and in hindsight they agree the heading could have been worded differently. The Advertiser also said this particular advertisement was a one-off and therefore will not be used again.

The Chair said it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**