COMPLAINT NUMBER	17/067
COMPLAINANT	D McDonald
ADVERTISER	Mercedes-Benz New Zealand
ADVERTISEMENT	Mercedes-Benz Television
DATE OF MEETING	6 March 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Mercedes Benz C200 shows a late model Mercedes being driven through city streets at night. A voiceover describes the car for sale and says “Make the city your playground”.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, D McDonald**, said:**
Tepapa rotor cross sport drone
Vr virtual reality goggles
Baby kids
Shooting up national treasues taonga.
Energymax positive energy electrons.
Mercedes $$67k.
Glamour speed
Asa advtsg stds.
Code.
Says make city your playground.
Bastard it is where i want to live in peace.
Reckless maniacs breaking the laws.
Rotor cross should not encourage.
It is zero benefit to comunity.
Rocket crash threw my window
Pluck peoples eyes.
Tv must spend money carefully.
This is the enemy of society

The relevant provisions were Code of Ethics - Basic Principle 4; Code for Advertising Vehicles - Guideline 2 (a), Principle 2.

The Chair noted the complainant’s concerns the advertisement glamourizes speed.

The Chair said the car does not appear to be travelling over the speed limit or in an unsafe manner.

Therefore, the Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of Basic Principle 4 of the Code of Ethics or the Code for Advertising Vehicles. Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**