

COMPLAINT NUMBER	17/223
COMPLAINANT	M. Honeychurch
ADVERTISER	Clean Turbo NZ
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	18 July 2017
OUTCOME	Settled

Advertisement: The Clean Turbo NZ website (www.cleanturbonewzealand.yolasite.com) promoted a device which claimed to lower fuel consumption, increase engine power and decrease maintenance.

The Acting Chair ruled the complaint was Settled.

Complainant, M. Honeychurch, said, in part: “Given that the claims that are made appear implausible, this advert is likely to be in breach of the ASA’s Code of Ethics Rule 2 - as it is not a truthful presentation of the device’s abilities.

The internet is filled with magical devices that are claimed to be able to increase the efficiency of a vehicle, and there are many stories online of people who have tested these devices under proper conditions and found them to be useless. This appears to be nothing more than another device of this ilk - promising something fantastical but failing to deliver. It would be great to see the results of independent tests for this device proving that it is able to improve a vehicle in the ways it claims it can.”

The relevant provisions were Basic Principle 4 and Rule 2 of the Code of Ethics.

The Acting Chair noted that on learning of the complaint, the Advertiser Clean Turbo NZ, disabled the website.

Noting the self-regulatory action of the Advertiser in removing the advertisement, the Acting Chair said it served no further purpose to place the matter before the Complaints Board for a determination and ruled the complaint be Settled.

Acting Chair’s Ruling: Complaint **Settled**