

COMPLAINT NUMBER	17/248
COMPLAINANT	B Nicholls
ADVERTISER	LDV Vans
ADVERTISEMENT	LDV Vans, Television
DATE OF MEETING	31 July 2017
OUTCOME	No Grounds to Proceed

Advertisement: The LDV Motors television advertisement features Dave Hall, who says that he runs a courier company with his wife Mary. The advertisement talks about the mileage and reliability of the vehicles and says in part..."We average 33,000 k's a month in the LDV's and couldn't be happier. We've had the LDV vans just under 3 years and in that time we've done 1.1 million k's and we've never broken down..."

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

Complainant, B Nicholls, said: claims they drive 33000 km per month and have done 1.2million kms without any problems. thats over 1100 kms every day (hard to believe) and checking car jam this vehicle was first registered april 2016 hence even at 33000km per month thats only around 450000 km. Thats around a third the stated amount. And this ads been on for several months. The problem is this statement is supposed to indicate reliability yet it's obviously made up rubbish.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.

The Chair noted the Complainant's concern that information provided in the advertisement around mileage is misleading.

Upon viewing the advertisement, the Chair confirmed the script repeatedly used the plural 'vans' and 'LDV's' and also referred to more than one person being part of the company, negating any implication that the mileage quoted was achieved by one driver or one vehicle.

The Chair also noted a previous decision (16/379) for the same advertisement, in which the Advertiser had confirmed that Dave Hall's company had multiple vehicles and drivers and can travel between 1200kms and 2000kms a day.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics

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

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