

COMPLAINT NUMBER	18/395
COMPLAINANT	P Fitzpatrick
ADVERTISER	Ebbett Volkswagen
ADVERTISEMENT	Ebbett Volkswagen Print
DATE OF MEETING	21 November 2018
OUTCOME	Settled

Advertisement: The newspaper advertisement for Tiguan Allspace 7- seater vehicle showed a photo of the vehicle parked by the sea. The text describing the vehicle says "... it comes with 4MOTION terrain tackling capability, elephant-like towing strength, intuitive design and genius driver assist technology..."

The Chair ruled the complaint was Settled.

Complainant, P Fitzpatrick, said: Upon enquiring about the vehicle advertised (Tiguan 7 seater Allspace 4 Motion) the salesperson asked which vehicle of the '7' I was interested in. I replied. ' the vehicle advertised as above.' He replied ' the vehicle at the advertised price was the base entry model 2 wheel drive' I pointed out the vehicle advertised was 4 Motion, he informed that the 4 Motion was available but not at that price. I checked the small print and there was nothing to indicate that 4 Motion was not available at that price. I believe this is blatant false advertising and misleading to potential buyers. Given VW recent history of misleading the public, they should know better than placing this type of misleading adverts .

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

The Chair noted the Complainant's concerns the advertised vehicle, with the 4MOTION feature was not available at the advertised price.

The Chair acknowledged the Advertiser had made changes to the advertisement, removing the reference to "4MOTION terrain tackling capability".

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that 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**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.