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| COMPLAINT NUMBER | 19/269 |
| COMPLAINANT | W Woodley |
| ADVERTISER | Jaguar Land Rover Ltd |
| ADVERTISEMENT | Jaguar Land Rover Ltd Television |
| DATE OF MEETING | 15 August 2019 |
| OUTCOME | Settled |

Advertisement: The television advertisement for the Jaguar I-Pace electric car shows a car driving through mountainous countryside on the right-hand side of the road. The text “Filmed overseas in a Controlled Environment” appears on the bottom left of the screen for about three seconds, at the beginning of the advertisement.

The Chair ruled the complaint was Settled.

Complainant, W Woodley, said: Along with many other viewers, no doubt, I have been noticing Jaguar’s latest TV advertising campaign.

I am greatly concerned that, although the images shown appear to be NZ countryside, and the address given for contact is clearly a New Zealand one, Jaguar vehicles are being driven on the **WRONG** side of the road!

Some time ago, after a similar expression of concern from numerous correspondents, TVNZ required the advertising of foreign vehicles in motion driving on the right side of the road to have captions superimposed on the screen stating "Filmed overseas".

The subliminal advertising could easily be picked up by visitors to this country and, as a result, they may well subconsciously drive as the publicity suggests on the **WRONG** side of the road!

The quality of the publicity is superb, but a great disservice is being done to the NZ public by inferring that it is OK to drive on the **RIGHT** side.

Please consider this matter seriously and require the necessary alteration to be made in order to help all of us bring down the horrendous total of crashes, so many of them fatal, on NZ roads.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e)

The Chair noted the Complainant’s concerns the advertisement showed a vehicle being driven on the right side of the road.

The Chair noted the text “Filmed overseas in a Controlled Environment” appeared briefly at the beginning of the advertisement.

The Chair acknowledged the Advertiser’s response to the complaint and their commitment to ensuring that in future the "Filmed overseas" text is also included in the scenes at the end of the television advertisement, where the vehicle is also shown driving on the road. The Advertiser said the advertisement had been run as a one-off and is not scheduled to run again.

Given the Advertiser’s co-operative engagement with the process and the commitment to ensuring future advertisements are amended accordingly, 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.