

COMPLAINT NUMBER	19/299
COMPLAINANT	D McDonald
ADVERTISER	Ford Motors NZL
ADVERTISEMENT	Ford Motors NZL Television
DATE OF MEETING	19 August 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Ford Mustang showed a Ford Mustang driving on the open road. The speed dial showed a maximum speed of 90km/hour. The sound of the engine revving was heard.

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

Complainant, D McDonald, said:

Tv1
9.40pm tues 30.7.19
20/20 progmm
Brainboxes prgmm
Advert
Glorify speed
Specifically outlawed.
Freview
Grumbles@chann01.co.nz
Blatant infringement.
Query axa insurance.

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

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(e): Safety: Advertisements must not, unless justified on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

The Chair noted the Complainant's concerns the advertisement glorified unlawful speed.

The Chair noted the maximum speed shown on the instrument panel of the car was 90km/hour. The Chair said the maximum speed limit on the open road in New Zealand is 100 km/hour.

The Chair said while the advertisement did show a car accelerating on the open road, she did not believe the advertisement encouraged or condoned an illegal or unsafe practice because the car did not exceed the legal speed limit.

The Chair said the advertisement was not in breach of Principle 1 or Rules 1(e) or 1(g) of the Advertising Standards Code. The Chair ruled that there were no grounds for the complaint to proceed

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

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.