

COMPLAINT NUMBER	20/545
ADVERTISER	Jaguar Land Rover New Zealand
ADVERTISEMENT	Jaguar Land Rover, Television
DATE OF MEETING	9 December 2020
OUTCOME	Settled- advertisement removed

Advertisement: The Jaguar television advertisement promotes the new F-Pace SVR vehicle by showing the car travelling at speed on an empty road. The advertisement states the car has a top speed of 283km/h. The advertisement displays a disclaimer at the bottom of the screen stating "Filmed in a controlled environment" which remains for the duration of the advertisement.

The Chair ruled the complaint was Settled

Complaint: There was an advertisement for Jaguar motor vehicles with high-speed visuals and sound effects, and text stating that the car had a top speed of about 280 km (I think). This violates the safety rule (Rule 1(e)), in my view, as it glorifies excessive speed.

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 justifiable 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 concern the advertisement glorifies excessive speed.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser removed the advertisement.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing 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 – advertisement removed**

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 calendar days of receipt of this decision.