

<b>COMPLAINT NUMBER</b>	19/084
<b>COMPLAINANT</b>	B Dutton
<b>ADVERTISER</b>	Ford Motors NZL
<b>ADVERTISEMENT</b>	Ford Motors NZL, Television
<b>DATE OF MEETING</b>	11 March 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Ford television advertisement shows three different men going out in their Range Rovers agreeing to take their neighbours with them to go fishing, surfing and mountain bike riding. The advertisement shows one vehicle driving on a beach. The advertisement ends with the tagline "The only thing better than your mate's Ranger is your own."

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

**Complainant, B Dutton, said:** The reason I am complaining is because the ad shows a huge 4 wheel drive vehicle driving on what looks like a West Coast black sand beach. While the rest of us are trying to save our wild places and beaches it is wrong headed and dangerous for Ford to make heavy vehicles crushing everything in their path in the quest for a couple of guys to go surfing an everyday normal thing to do.

Denigration of our delicate beaches should not be normalised, and whilst the ad portrays I am sure legal beach off roading it doesnt urge people watching to always obey the road code or to use their vehicles responsibly.

I take what we have done to our planer seriously. Ford need to leave the 20th century behind, along with the kind of thinking that 7 billion people should all use gas to drive on beaches - they shouldnt.

Beaches dont watch tv or write letters, they cant defend themselves. Its up to us to give them a voice. The violence inflicted on a beach by these incredibly destructive fossil fuelled behemoths is irreparable in some cases.

If beaches could write letters I believe they would use words like denigration and violence when describing what 4 WD vehicles does to them. It would want fairness in encouraging people to not rip it up so a couple of guys dont have to walk down to the beach to go surfing. Please stop airing this ad so Ford rethink how they market these behemoths to us and the younger viewers arent exposed to the idea that driving on delicate ecosystems is what mates do.

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c), Rule 1(i);**

**The Chair** noted the Complainant's concern the advertisement showed a 4-wheel drive vehicle driving on a beach which is environmentally irresponsible.

The Chair noted confirmation from the Advertiser that the advertisement was filmed on Muriwai beach in West Auckland, which is accessible to road vehicles (tide allowing). The Advertiser demonstrated that it had obtained the necessary permit to drive and film in this location and had stayed within the boundaries of this permit at all times during filming.

The Chair also noted information on the Auckland Council website:

<https://www.aucklandcouncil.govt.nz/licences-regulations/driving-on-beaches/Pages/rules-driving-beaches.aspx>

“Guidelines for driving on Muriwai and Karioitahi beaches

- Take safety equipment, including a spade and a rope.
- Always drive with headlights on.
- Stick to the hard part of the beach below the high tide line. Check tide times before you go out.
- Access to the beach is limited to three hours either side of low tide.
- Look out for partially submerged objects.
- Stay off the dunes - fragile dune systems are damaged by vehicle use.
- Always slow down when there are people or animals around.
- Be aware of shorebirds nesting at high tide.
- You must always have your beach driving permit when you are driving on the beach - having it on your mobile phone or device is fine.”

While the Chair noted the Complainant’s genuine concerns about environmental damage, she said the advertisement was unlikely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair said the advertisement does not depict or encourage environmental damage or degradation.

The Chair said there had been no breach of Principle 1 or Rules 1(c) and 1(i) of the Advertising Standards Code and ruled 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.