

COMPLAINT NUMBER	19/097
COMPLAINANT	M Mcmillan & C Forman
ADVERTISER	SsangYong NZ
ADVERTISEMENT	SsangYong NZ Facebook page & Stuff news website
DATE OF MEETING	8 April 2019
OUTCOME	Settled

Advertisement: The SsangYong NZ Facebook and Stuff news website advertisements for the SsangYong Rhino included the following text “The all new SsangYong Rhino From \$25,990 + ORC. Built for maximum value and utility...”.

The Chair ruled the complaint was Settled.

Complainant, M Mcmillan, said: Hi. I saw the ad on Facebook stating very clearly that the Sangyon Rhino ute is \$25,990 plus on road costs. Thinking that seemed like a pretty sharp price I went into Western sangyon where the salesman told me that actually the price of the ute excludes GST! Which actually makes it much closer to \$30,000. I went back and looked at the ad and there is absolutely not mention on the ad that the price excludes gst. This is bloody shitty and it seems unfair that they can lie in their advertising like this!

Complainant, C Forman, said: I was on the Stuff news website and saw an ad which ive attached for the ssangyong rhino, saying that the vehicle is available "from \$25,990". when you go to their website though the price doesnt include on road costs (which they dont mention in the ad), but more importantly, the price is GST EXCLUSIVE! so whack another 15% on that \$25,990. So the truck isnt actually available for \$25,990 - it's closer to the \$30,000. As you can see from the ad this isn't disclosed whatsoever and even on their website the GST exclusive element is hidden away
<https://www.ssangyong.co.nz/ssangyongrhino.html>

I struggle to see how this is legal, let alone ethically OK. the advertiser is trying to suck people into their sales papeline under false pretences. I hope the ASA can sort out this misleading practise from the advertiser.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b)

The Chair noted the Complainants concerns the advertisements for the Ssangyong Rhino did not refer to GST.

The Chair noted the following response from the Advertiser:

“The Facebook Advertising piece in question was produced by a third party supplier. We noticed the error within 3 days of the placement and have since made the alteration to include GST... All other advertising for Rhino (TV, Press, Magazine, On-line, Website) clearly has +GST & ORC marked. At dealership level, all vehicles on display have a windowcard which clearly states price is +GST and ORC.”

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.