

COMPLAINT NUMBER	19/270
COMPLAINANT	P Godfrey
ADVERTISER	Volvo Cars New Zealand
ADVERTISEMENT	Volvo Cars New Zealand, Television
DATE OF MEETING	30 July 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Volvo television advertisement shows a computer-generated image of a person alongside statistics about injuries incurred by female occupants of car crashes. It states research shows women are more likely to be injured in car accidents. The advertisement introduces the E.V.A. Initiative to promote data from crash test dummies with female anatomy.

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

Complainant, P Godfrey, said: Volvo ad about accidents seems sexist, crash test dummies are not male or female nor are deemed to be either...needs to be pulled...

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

The Chair noted the Complainant's concern the advertisement was sexist for implying crash test dummies have a gender.

The Chair said the likely consumer takeout of the advertisement would be that the Advertiser has research that shows women suffer more injuries in car crashes because safety measures are developed using crash test dummies with male anatomy profiles.

The Chair said it was not sexist to highlight the fact that women have different anatomy and body strength to men, which the E.V.A. Initiative intends to address.

The Chair said the advertisement promoted making cars safe for everyone and did not contain anything that was indecent, exploitative, degrading or likely to cause serious or widespread offence. The Chair said the advertisement was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

The Chair 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.