

COMPLAINT NUMBER	19/277
COMPLAINANT	G McGregor
ADVERTISER	SsangYong NZ
ADVERTISEMENT	SsangYong NZ Television
DATE OF MEETING	16 August 2019
OUTCOME	Settled

Advertisement: The voiceover for the television advertisement for the SsangYong Tivoli vehicle said “Want peace of mind with a great New Zealand new vehicle? Now you can with a brand spanking used vehicle. The ultra safe Tivoli Sport is now only \$16,990 drive away...”

The Chair ruled the complaint was Settled.

Complainant, G McGregor, said: Ssangyung described their brand spanking new Tivoli as ultra safe which is misleading when this car was released it had a 3 star ncap rating which I see has been increased to 4 stars in later models. They are making this feature to be relied on by the public however I believe most of the public would expect a 5 star rating to be considered ultra safe. The ad can also be viewed here <https://brandspankingused.co.nz/tivoli-sale/>

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

The Chair noted the Complainant’s concerns the advertisements use of the term “ultra safe” was misleading.

The Chair noted the Advertiser’s comment that the wrong word had been used in the context of this advertisement and they will definitely change the script going forward, if they decide to rerun that particular campaign.

Given the Advertiser’s co-operative engagement with the process and the acknowledgement that the wording for the advertisement could be improved, the Chair said 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.