

COMPLAINT NUMBER	21/034
ADVERTISER	Your Car
ADVERTISEMENT	Ford Ranger, Instagram
DATE OF MEETING	1 February 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Your Car Instagram advertisement promotes the the Ford Ranger, stating the price as being "From \$37,990". The advertisement shows a picture of a Wildtrak Ute model and includes a "Get Offer" link through to the Your Car website.

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

Complaint: Your-Car is a business that sources vehicles for end consumers. They advertise on social media and my complaint is about an advert from Instagram. In the first screenshot, your car is advertising ford utes from \$37,990 - however the picture with the claimed price is for a Ford Wildtrak Ute. The price of the ute is in fact \$70,990 (price confirmation in second screenshot uploaded). The advertisement is grossly misleading in that the claimed price is in no way relevant to the image in the advertisement. The price differential is in fact \$33,000 - so we are not talking a few dollars of even a few thousand dollars it is a full 86% more than the misleading advert. Please could you investigate the advertisement?

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

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2(b) Truthful Presentation: Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair noted the Complainant's concern the advertisement is misleading to show the image of a product which did not match the price quoted.

The Chair carefully reviewed the advertisement and said the likely consumer takeout was there is a range of Ford Ranger vehicles priced from \$37,990.

The Chair said the advertisement was highlighting the Ford Ranger series of cars and the Advertiser had chosen to feature the Ford Wildtrak as an example of this range. The Chair said the advertisement had used the word "from" which would indicate to consumers that \$37,990 was the starting price point for the range of vehicles.

The Chair said that "Get Offer" link formed part of the advertisement and took the consumer to the Your Car website which contained more information about each model and did feature a Ford Ranger vehicle priced at \$37,990.

The Chair said the advertisement was not likely to mislead or confuse consumers and did not meet the threshold to breach Principle 2 or Rule 2(b) 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 calendar days of receipt of this decision.