

<b>COMPLAINT NUMBER</b>	21/397
<b>ADVERTISER</b>	Conroy Removals
<b>ADVERTISEMENT</b>	Conroy Removals Radio
<b>DATE OF MEETING</b>	28 July 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The voiceover for the radio advertisement for Conroy Removals said: "Electric cars, they're sparking some debate - taxing the poor to treat rich greens? - that's not fair. And we've yet to see an EV tow a trailer full of lambs across the country. Still, they are the future and we need to prepare ourselves for charging stations every 5 metres... But if you want a fairer cost of moving your family in the future, jusy call Conroys.."

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

**Complaint:** I'd like complain about Conroy's/Conroy Removals radio ad, which I've heard on Newstalk ZB.

The ad conveys numerous misleading statements, both on the government's Ute tax/electric car subsidy, and also about Electric vehicles themselves.

The ad starts by claiming that the government is "taking from the poor to give to rich greenies".

Obviously, the government's policy is designed to encourage all people into EVs, not just "rich greenies".

The entire point of the policy is to subsidise and encourage lower income people into hybrids and EVs. And Ute owners could definitely not be considered "poor", quite the opposite in fact. They also claim that EVs will require charging stations "every 5 metres", this is quite obviously false.

They also imply that EVs are incapable of towing weight, when they say "we're yet to see an EV tow a crate of lambs around the country" (or something like that). There are many models of EVs that are capable of towing, this is another myth.

In a world battling climate change, the last thing we need is companies spreading their anti-EV propaganda on our airwaves. And what any of this has to do with moving house, I have no idea.

**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 was misleading.

The Chair said the likely consumer takeout of the advertisement was that Conroys is promoting their removal service.

The Chair said the advertisement is written in a chatty, editorial style and includes comments about the Government's new Clean Car Discount and the increasing popularity of electric vehicles. The statements made reflect opinions about both of these topics and some of them, for example "we need to prepare ourselves for charging stations every 5 metres" are obvious hyperbole and as such are not considered to be misleading.

The Chair said the advertisement was not likely to mislead or confuse consumers and therefore 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.