

<b>COMPLAINT NUMBER</b>	21/404
<b>ADVERTISER</b>	NZ Automobile Association
<b>ADVERTISEMENT</b>	NZ Automobile Association Television
<b>DATE OF MEETING</b>	2 August 2021
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for the AA Auto Centre shows a car pulling up in front of an AA Auto Centre. The driver looks concerned and says "I've um, filled up my boss's car and something's wrong". The Auto Centre employee inspects the car and says "You know this is a diesel right? Don't worry mate, we've got this". The voiceover then says "AA Auto Centre. Our techs know cars, so you don't have to."

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

**Complaint:** A false advert suggesting that AA will have it sorted when petrol was put in a Deisel car. This is not correct and would lead to massive damage to the engine after driving like he had done. I feel this is completely false and misleads the average consumer.

**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 if you have an issue with your car, seek help from the AA, they know about cars.

The Chair took into account the concern about damage that is likely from driving a car when the wrong fuel has been used. However, in the Chair's view, the unlikely scenario in the advertisement is used to highlight the Advertiser's expertise, rather than recommend a course of action after the wrong fuel choice. The Chair also noted that the AA have a repair service.

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.