

COMPLAINT NUMBER	22/038
ADVERTISER	Auckland City Electric Vehicles
ADVERTISEMENT	Auckland City Electric Vehicles Radio
DATE OF MEETING	22 February 2022
OUTCOME	Settled

Advertisement: The radio advertisement for Auckland City Electric Vehicles is presented by Hadley, the general manager. He highlights key benefits of electric vehicles, including that they can be charged at home, may only need to be charged twice a week, and cost 85% less than a conventional car to service and run. He closes the advertisement by stating the name of the business and its location in Takapuna.

The Chair ruled the Complaint was Settled.

Complaint: I have heard this advert by Auckland City Electric Vehicles many times on the radio station The Sound. I have been waiting to hear it again so that I can answer all your questions regarding day/time of transmission.

The advert states that servicing costs are minimal with ownership of an Electric Vehicle.

That is true to an extent but a servicing cost will come when the battery is at the end of its useful life.

When the battery requires replacement the cost will not be "minimal". It will anything but minimal making the owner wish they had not bought the EV.

The TV show Fair Go (TVNZ) demonstrated this with a complainant who bought a Nissan LEAF EV. They were faced with a battery replacement bill of circa \$80000-85000 (not a typo 80-85 thousand dollars). At the time of the broadcast I found it hard to believe that Nissan did not at least front up to the Fair Go presenters. However my complaint is not about Fair Go.

Auckland City Electric Vehicles are therefore making misleading and untrue statements in their advertising.

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

The Chair noted the Complainant was concerned the advertisement was misleading in relation to the cost of servicing and running an electric vehicle.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser confirmed it had removed the advertisement and would not use again in its current form.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of removing the advertisement, the Chair said that 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.