

COMPLAINT NUMBER	22/110
ADVERTISER	Hyundai Motors NZ
ADVERTISEMENT	Hyundai Tucson, Television
DATE OF MEETING	11 April 2022
OUTCOME	No Grounds to Proceed

Advertisement: The Hyundai New Zealand television advertisement promotes the new Tucson vehicle. It shows a woman driving through the city and into a rural landscape. Several objects are shown cut in half after the vehicle passes. The advertisement ends with the text, "All-new Tucson. Cutting edge."

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

Complaint: I have just watch an advert for Hyundai car and it shows a lady driving recklessly, it was very disturbing as I wonder what message this advert is sending out Please get this advert removed

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

The Chair acknowledged the Complainant was concerned the advertisement showed a woman driving recklessly.

The Chair reviewed the advertisement. She said it showed an impossible reality in which objects appeared to be sliced in half as the vehicle drove past. She referred to examples such as the parking barrier, which slices off at the post and falls to the ground, the necktie of a pedestrian which is cut in half and a large cliff-face which collapses behind the vehicle. She said the advertisement was a play on the idea that the new vehicle is "cutting edge", as stated at the end of the advertisement.

The Chair said the tone of the advertisement was hyperbolic. She believed most consumers would understand the reference to the "cutting edge" of the new vehicle and would be unlikely to take the advertisement literally. The Chair confirmed the woman was not shown to be operating the vehicle in a dangerous manner, or in a way that would breach New Zealand road rules. Therefore the advertisement did not portray a situation which encouraged or condoned a disregard for safety.

The Chair confirmed the advertisement had been prepared with a due sense of social responsibility and was not in breach of Principle 1 or Rule 1(e) of the Advertising Standards Code.

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

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 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.