

COMPLAINT NUMBER	22/139
ADVERTISER	Lusty & Blundell Limited
ADVERTISEMENT	Lusty & Blundell Website
DATE OF MEETING	25 May 2022
OUTCOME	Settled

Advertisement: The Lusty and Blundell website advertises the Haswing Ultima 3.0 Electric Outboard Motor. The page provides a brief description of the product and its uses, and outlines the product specifications in a list format.

The Chair ruled the Complaint was Settled.

Complaint: The Haswing Ultima 3.0 Electric Outboard Motor is advertised as being "Comparable to 3-4Hp Outboard motor". Further on in the description is the claim that the maximum power is 1030 watts. There are 746 watts per hp. If you divide 1030 by 746 you get 1.38 hp which is far less than 3 to 4 hp. This advertisement is misleading in the extreme since even 3 hp is more than twice the value of the actual hp.

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

The Chair noted the Complainant was concerned the advertisement was misleading due to the power of the motor.

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 amended the advertisement. Given the Advertiser's co-operative engagement with the process and the self-regulatory action of amending 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.