

<b>COMPLAINT NUMBER</b>	22/175
<b>ADVERTISER</b>	Fagan Motors Ltd
<b>ADVERTISEMENT</b>	Fagan Motors Radio
<b>DATE OF MEETING</b>	20 June 2022
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Fagan Motors radio advertisement promotes the new Ford V6 Ranger Raptor. The announcer uses an American accent to say: "Hey Rosco, how come our police cars can't catch them Duke boys in their new Raptor?". Rosco replies, "Boss, I think they're running on moonshine."

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

**Complaint:** I listen to Magic in the Wairarapa and have noticed an ad than gives the wrong impression, that if you buy a Ford Rapter, the police will not be able to catch you.

I find that this gives a bad image and in the light of the ram rages and vehicle chases by police, Its an area that should not be expressed on radio.

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

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

**Rule 1(f) Violence and anti-social behaviour:** Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

**The Chair** noted the Complainant's concern the advertisement suggests that if you buy a Ford Raptor the Police will not be able to catch you.

The Chair said the focus of the advertisement was promoting the product, the Ford Raptor vehicle. The Chair said the dialogue was a reference to an American television programme "The Dukes of Hazzard" that was popular in New Zealand in the 1980's. The main characters, the Duke cousins, have various escapades as they evade the Police.

The Chair said while the advertisement is a light-hearted reference to a couple of law-breaking television characters, the advertisement did not reach the threshold to condone violence or anti-social behaviour. The Chair said the advertisement uses humour and a sense of nostalgia to promote a motor vehicle. The Chair said the typical consumer was not likely to interpret this advertisement as an encouragement to drive over the speed limit or otherwise break the law.

The Chair said the advertisement was socially responsible and was not in breach of Principle 1 or Rule 1(f) 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 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.