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| COMPLAINT NUMBER | 22/266 |
| ADVERTISER | David Jones Motors |
| ADVERTISEMENT | David Jones Motors NZ Herald |
| DATE OF MEETING | 13 September 2022 |
| OUTCOME | Settled |

Advertisement: The digital advertisement for David Jones Motors, on the New Zealand Herald website is advertising Nissan vehicles and a current finance offer. The advertisement has a picture of two Nissan vehicles and '1.9%' in large font, in smaller font it has written 'APR fixed zero deposit 36 month term*'

The Chair ruled the Complaint was Settled

Complaint: I was on the NZ Herald website and targeted advertisement from David Jones showed 1.9% APR for Nissan vehicles. Lured by the rate, I clicked on the link only to see that the link on their actual website is one % higher at 2.9%.

Screen shot attached - to the left half you can see the ad that popped up and to the right half is the actual david jones link details.

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

The Chair noted the Complainant was concerned that the advertisement was misleading as the Annual Percentage Rate for finance in the advertisement was lower than the rate on the advertiser's website.

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 and Media have the option of amending or removing their advertising to comply with the Advertising Codes Upon receipt of the complaint, the Media on behalf of the Advertiser removed the advertisement

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said 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.