



Doug Parkinson, MLC
Chairman, Tasmanian Road Safety
Council
Sunday, 7 November 2004

Complaint Over TV Ad. Upheld

A complaint about a TV advertisement showing a Toyota Camry being driven along a road in the outback while trying to outmanoeuvre flying traffic cones, has been upheld.

The complaint was lodged by several jurisdictions, including Tasmania.

"The fact that this complaint has been upheld sends a definite message to all vehicle manufacturers, and those advertising agencies employed to market vehicles that road safety is an important issue," the Chairman of the Tasmanian Road Safety Council, Doug Parkinson, MLC, said today.

"The Advertising Standards Board found that this advertisement violates the standards for motor vehicle advertising because showing a vehicle swerving from lane to lane is a portrayal of reckless and unsafe driving that would be illegal if it were to occur on a road.

"Advertisers should not focus on how fast vehicles can travel, and the test of a driver's skills to sell their vehicles.

"This sends out the wrong message to the public and undermines the important road safety messages that we are trying to deliver."

Further information: Tasmanian Government Communications Office

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