



PO Box 204
Cambridge
CB4 3FN

(01223) 504095

P R E S S R E L E A S E

October 11, 1999. for immediate use. 2 PAGES

Advertising Standards Authority upholds Cambridge Cycling Campaign's complaints about car adverts

Cambridge Cycling Campaign today welcomed the Advertising Standards Authority's decision to uphold complaints about three advertisements for Peugeot cars. The ASA agreed that the ads, carried widely in the national press, were using speed to promote the vehicles and infringed their code of advertising practice.

The ASA's ruling today covers two adverts for the Peugeot 206 GTI. The one of these the Cycling Campaign complained about showed a splash of water from a puddle suspended in mid-air as if a car had driven through it, but no sign of the car on the long straight road. The only words were 'now you see it, now you don't'.

Last month the ASA upheld our earlier complaint about an advert showing a blurred image of a Peugeot 306 D and a speed camera sign altered to give the camera a zoom lens. The copy included the description 'blistering pace' and 'the drive of your life'.

Campaigner David Earl said: "Car adverts that sell on speed and performance are not only irresponsible in their own right, but contribute to the culture among many drivers that excessive speed doesn't matter. Because even 5mph

difference makes a huge difference to the outcome of a crash, this deeply concerns us as cyclists, who are sometimes the victims of this culture”.

He continued: “These three adverts were very clever, very sophisticated. They use a subtle humour and technically excellent image manipulation to make their point. But the central message was wrong and deserved to be criticised.”

E N D S

For further information, please contact:

David Earl: 07977 500014 (mobile)

E-mail: camcycle@pobox.co.uk

Web: www.ccdc.cam.ac.uk/camcycle