20

MOTORING

Principle

Advertisements should not contribute to a culture of dangerous, irresponsible or inconsiderate driving or motorcycling, especially among young drivers.

Definition

"Motoring advertisements" are broadcast advertisements for vehicles or other automotive products; for example, tyres, fuel or car accessories. These rules do not apply to public service advertisements about road safety.

Rules

Rules for all advertisements

20.1 Advertisements must not condone or encourage dangerous, competitive, inconsiderate or irresponsible driving or motorcycling. Advertisements must not suggest that driving or motorcycling safely is staid or boring.

20.2 Advertisements must not condone or encourage a breach of the legal requirements of the Highway Code.

Rules for motoring advertisements

20.3 Motoring advertisements must not demonstrate power, acceleration or handling characteristics except in a clear context of safety. Reference to those characteristics must not suggest excitement, aggression or competitiveness.

20.4 Motoring advertisements must not refer to speed in a way that might condone or encourage dangerous, competitive, inconsiderate or irresponsible driving or motorcycling. Factual statements about a vehicle's speed or acceleration are permissible but must not be presented as a reason for preferring the advertised vehicle. Speed or acceleration claims must not be the main selling message of an advertisement.

20.5 Motoring advertisements must not exaggerate the benefit of safety features to consumers or suggest that a vehicle's features enable it to be driven or ridden faster or in complete safety.