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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.