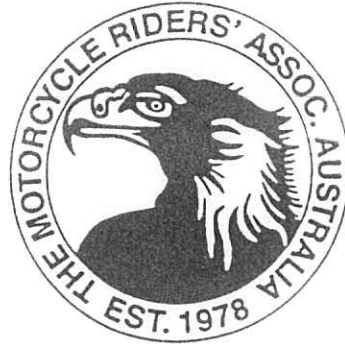


FILE



THE MOTORCYCLE RIDERS' ASSOCIATION OF AUSTRALIA INC.
(THE MRAA LOGO IS AN AUSTRALIAN WEDGE-TAILED EAGLE)

March 17, 1996.

The Secretariate.
The Advertising Standards Council.
L. 10, 98 Arthur Street,
North Sydney, NSW 2060.

Dear Sir,

Several complaints have been received at the MRAA office in Melbourne regarding a television advertisement which was shown during the Albert Park Grand Prix telecasts (March 7 to 10).

The ads were for a Suzuki race-replica motorcycle and apparently encourages irresponsible use of the machine on public roads. Unfortunately the MRAA has not been able to obtain a video tape of the ad as yet but we are very concerned by the nature of the complaints.

The Association is on the Victorian Motorcycle Safety Forum and the Road Safety Reference Group at VicRoads and the Federal Office of Road Safety's Motorcycle Safety Consultative Committee. We have requested the Suzuki ad be on the agenda at coming meetings. This would not be the first time complaints have been made about the way some major companies in the motorcycle industry do little for their customers' safety while promoting power/speed equipment for road use.

The MRAA gathers from the complaints that if a car company were to place a similar ad for a competition-standard product for road use, particularly during a motorsport event, there would be an outcry.

Major companies in the motorcycle industry support race meetings and motor shows but rarely even attend consumer based road safety activities like Toy Runs. The Victorian Rider Training Awareness Days have not been held for two years because the industry has withheld resources. The Phillip Island (Vic) and Eastern Creek (NSW) race track days have continued however. 15,000 bikes and some 20,000 people rode through Canberra on the Australia Day long weekend in the Celebration of Australian Motorcycling. The aim was to raise funds for a TV Motorcycle Safety campaign. Celebrities, politicians and a World Champion turned up but the majors were conspicuously absent and did not contribute.

2/

2.

The aims of the MRAA are: 1. Road Safety.
2. A better image for riders.
3. Fair and sensible road laws.

The MRAA does not wish to see ^① irresponsible road use promoted. It does not wish to see ^② all riders pictured as reckless road users. It does not wish to see ^③ unnecessary legislation restricting the motorcycle community.

— FORS STRATEGIC OBJECTIVES 1, 2 & 5
— ADS CODE OF ETHICS

Please send us any guidelines for advertising motoring products, and if possible, a VHS dub of the Suzuki ad so we can consider a formal complaint. The MRAA will meet any costs.

Sincerely,

Damien Codognotto
MRAA President.

cc The Hon. David Hawker MHR.
The Hon. Neil O'Keefe MHR.
The Hon. W. Baxter MLC (Vic).
The Hon. K. Hamilton MLA (Vic).

1. Areas this complaint has been made. - National Problem. MFGORUS to BVP.
2. Nature of complaint - look at MRAA aims, FORS S.OBS, ADS CODE
3. Makes NO MARKETING sense.
4. Encourages irresponsible & unsafe behaviour.
5. Present Kawa print ad. / Suzuki T.V. ad.
N.B. INDUSTRY CRIES POOR re Vic. RTAD etc & C.A.M.

SPORTS CLUBS RAISED IN OTHER AREAS
VACC / ROAD SAFETY REF. GROUP.
EDUCATION —
ENFORCEMENT. —
SAFETY —

NSR 250's.

FROM THE MEDIUM & LONG TERM COMMERCIAL VIEWPOINT THIS KIND OF MARKETING MAKES THE M/C INDUSTRY LOOK LIKE A MOB OF INADEQUATE TEENAGE BOYS. ~~THIS~~ THIS KIND OF MARKETING ATTRACTS THE WRONG KIND OF PEOPLE TO M/CING. BOY-RACERS ARE SHORT-TERM CUSTOMERS. IT MAKES MORE SENSE TO HAVE A PERSON RIDE SAFELY FOR 3 OR 4 DECADES.



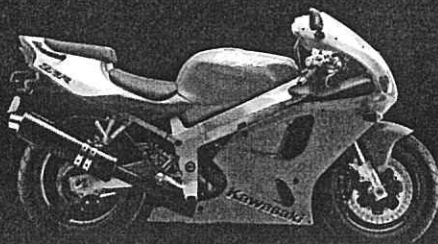
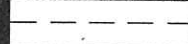
NO LIMITS

NO REGRETS

NO MERCY

Purpose bred, the all new Kawasaki ZX-7R is made for one thing - to go fast. Its racing heritage is obvious. Styled and built to be a virtual exact replica of the internationally renowned Kawasaki Superbikes, the ZX-7R is perhaps the ultimate road-going performance machine. Twin Ram Air induction and 38mm semi-down-draft carbs help extract maximum power from the liquid cooled, DOHC 16-valve 748cc in-line four cylinder engine. The suspension is fully adjustable. And the handling precise. There is no compromise. There is no comparison. Kawasaki ZX-7R.

Roadside Assistance



Kawasaki
Let the good times roll.

"NO LIMITS. NO REGRETS. NO MERCY."

"Purpose bred, the all new Kawasaki ZX-7R is made for one thing - to go fast. Its racing heritage is obvious. ... the ultimate road-going performance machine."