

Handfield-Jones takes on Arrive Alive

Rob Handfield-Jones, editor of Caxton's *AutoDealer*, recently won the consumer complaint that he lodged with the Advertising Standards Authority (ASA) of SA against a Department of Transport radio commercial for the Arrive Alive campaign, which was aired on Radio 702 until 1 December 2006. The commercial stated, inter alia, "Not wearing a seatbelt it is just not worth it" and "An airbag will not work without a seatbelt in use." Handfield-Jones contested that it is untrue and misleading to say airbags will not function unless seatbelts are worn, as they can reduce injuries involving unbelted occupants. For more, click [here](#).

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