



Advertising Standards Authority of South Africa

(Association incorporated under Section 21)

Telephone 011 781 2006 Fax 011 781 1616 Email info@asasa.org.za Website www.asasa.org.za
Willowview Burnside Island Office Park (entrance off Athole) 410 Jan Smuts Avenue Craighall Park PO Box 41555 Craighall 2024
Company Registration Number 1995/00784/08
043-694-NPO

Please act immediately on this information

No: ASA/CM/14/2010 **Date:** 3 August 2010
Advertiser: Bridgestone SA Retail (Pty) Ltd **Product:** Tyre Fitment Centres
t/a SUPAQUICK
Tel: 0861 787 278
0860 016 911
Web: www.supaquick.co.za

During June 2010 the ASA ruled that the claim "Tyre Experts" as used in much of Supa Quick's advertising was unsubstantiated and had to be removed with immediate effect.

On 13 July 2010 the ASA found that Supa Quick was in breach of the earlier ruling, as it continued using this claim in its advertising. Subsequently, in a ruling dated 30 July 2010 the ASA again held that Supa Quick was in breach of the original ruling.

In the 30 July 2010 ruling the ASA specifically noted that "The respondent's actions and clear disregard for the previous ASA rulings can only reasonably be interpreted as ignoring a reasonable request to cooperate". Accordingly, in accordance with procedures set out in the Code, the ASA ruled that it would issue this Ad Alert to members advising them of Supa Quick's disregard for binding decisions. It was recorded that this Ad Alert would only apply to advertising making use of the offending claim.

Members are therefore requested not to accept any advertising from or for Supa Quick which contains the claim "Tyre Experts". This Ad Alert will be valid until further notice.

On behalf of The Advertising Standards Authority of South Africa

President: Mervyn E. King SC
Directors: N Nkomo (Chairperson) KH Willenberg (Vice chairperson) TN Msibi (CEO)
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ad alert