

# Luxury Daily quotes Partner Gonzalo Mon on BMW High Beam Assist Advertisements

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Partner [Gonzalo Mon](#) was quoted in the *Luxury Daily* article “BMW ordered to alter ad claiming High Beam Assist ‘never dazzles’.” On July 13, the Advertising Standards Authority (ASA), an independent regulator of United Kingdom media, ruled that a BMW radio ad for the 1 Series with High Beam Assist made a misleading and unverifiable claim. Mr. Mon notes that, “Unlike the detailed decisions published by National Advertising Division – the U.S. equivalent of the ASA – ASA decisions tend to be fairly short. Unfortunately, that means that we don’t have a lot to go on. The question here is how literally consumers interpret the phrase ‘never dazzled.’ In other words, do consumers understand that to mean 0 percent of the time? The ASA determined that consumers would, indeed, read this as an absolute claim, meaning that there would literally never be a time when drivers were dazzled.” He goes on to explain that, “Obviously, no advertiser likes to be told that they can’t make a certain claim. But it’s important to note that the ASA didn’t say that the technology didn’t work. BMW is still able to tout the benefits of technology – they just need to tailor their claim a bit more so that it’s less absolute.”

To read the full article, please [click here](#).