



Ling Valentine  
LINGsCARS.com Limited  
Vance Business Park  
Gateshead  
NE11 9NE

Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London WC1V 6QT  
Telephone 020 7492 2222  
Textphone 020 7242 8159  
Email enquiries@asa.org.uk  
www.asa.org.uk

Ref:A13-220750/LCC/fo

6 March 2013  
By post and email

Dear Ms Valentine

### Your advertising

We have received a complaint about your advertising and we welcome your help to resolve it. We are enclosing with this letter a summary of the complaint and all the necessary information about it to enable you to provide a full, relevant response.

### Who we are

The ASA investigates complaints to ensure that non-broadcast marketing communications comply with The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (The CAP Code), prepared by the Committee of Advertising Practice (CAP). We also investigate complaints to ensure that TV and radio advertising complies with The UK Code of Broadcast Advertising (The BCAP Code). The Government, the Office of Fair Trading and the Courts recognise the ASA as the "established means" of regulating non-broadcast advertising.

### The investigations process

We will consider the complaint under rules 3.1 (Misleading advertising) and 3.7 (Substantiation) of The CAP Code (attached). Marketing communications must comply with all other relevant rules, among which are the underlying principles (also attached). You can read or download the full Code on the CAP website, [www.cap.org.uk](http://www.cap.org.uk). A copy of our complaints procedure, 'Complaint about your ad. What happens now?' is enclosed; you can download the leaflet from our website [www.asa.org.uk/Industry-advertisers/Complaint-about-your-ad.aspx](http://www.asa.org.uk/Industry-advertisers/Complaint-about-your-ad.aspx), where you can also view our detailed complaints handling procedure for both broadcast and non-broadcast advertising.

We intend to deal with the complaint as a formal investigation, which means it will be considered by the ASA Council. We will then draft a recommendation for the Council based on your response to us. Once the Council has made a decision, the adjudication will be published on our website.



Legal, decent, honest and truthful

Chairman Rt Hon Lord Smith of Finsbury Chief Executive Guy Parker  
ASA Council (Non-broadcast) Louisa Bolch, Alan Bookbinder, Sally Cartwright, Rachel Cuijds, Roisin Donnelly, David Harker,  
John Mayhead, Andrew Motion, Martin Narey, Hamish Pringle, Ruth Sawtell and Anthony Wilkes

The Advertising Standards Authority (Non-broadcast) Limited, registered in England No 05130891, Mid City Place, 71 High Holborn, London WC1V 6QT.

### **What you need to do**

We need you to respond to the complaint. The complainant, a member of the public, has challenged whether the claims on your website regarding the Delorean DMC-12 being available to lease are misleading and can be substantiated. The complainant says that when he contacted you to enquire about the car, he was told there was no such car available to lease from lingscars.com.

The ASA seeks to make rulings that are consistent with other regulatory bodies in relation to unfair marketing, including misleading or aggressive advertising, in particular, with regards to legislation. We therefore welcome you to submit any advice you may have received from a statutory body in relation to this advertising for our consideration.

As well as addressing the complaint, please cover the following points when you prepare your response:

- Check that your company's legal name and address are listed correctly at the top of the complaint notification. If they are incorrect, please let us know. Please also provide us with your Companies House number.
- Let us know what plans you have for future use of your advertising. A media schedule would be especially useful.
- Let us know the name of your advertising agency or any other company that prepared the advertising on your behalf.
- If the ASA Council upholds the complaint, its ruling might affect the acceptability of similar ads in other media, including broadcast. We are telling you this now so you are aware of the potential ramifications of this investigation. Let us know now if you are using (or intend to use) similar claims, images or ads in other media.

### **Informal resolution**

If you believe the complainant has made a valid point or if you would prefer to address the complaint without going through a formal investigation, we may be able to agree changes to your advertising that would resolve the complaint without referring the matter to the ASA Council. To resolve the complaint informally, without the need for a formal investigation, please provide a written assurance (by email to my address [lucyc@asa.org.uk](mailto:lucyc@asa.org.uk)) that you will remove the listing for the Delorean DMC-12 from your website.

### **Your response deadline**

The ASA's effectiveness depends on resolving complaints fairly and swiftly. An unreasonable delay in responding to our enquiries may be considered a breach of The CAP Code. So that we can conclude this matter as soon as possible, please respond in writing, preferably by email to [lucyc@asa.org.uk](mailto:lucyc@asa.org.uk) within seven working days. If you need more time, we may be able to agree to one short extension, but you will need to contact us within the deadline to explain why you are unable to respond sooner and agree a timetable for your response.

If you are not the right person to deal with this letter please tell us and pass the letter on to someone who is. If we do not receive a reply from you by **15 March**, we may add your lack of response to the other issues that we are investigating which will form part of any formal published adjudication.

Thank you for your co-operation. We look forward to hearing from you.

Yours sincerely



**Lucy Crowe**  
Investigations Executive  
[lucyc@asa.org.uk](mailto:lucyc@asa.org.uk)  
020 7492 2141

We shall use your contact details, together with other information from or about you, to deal with the complaint. We may contact you to assess the quality of our services or to give you information about our activities, which might interest you. If you do not want to be contacted for that purpose, please let our Data Protection Officer know at the above address or by e-mail at [data\\_protection@asa.org.uk](mailto:data_protection@asa.org.uk). For further information about our Data Protection Policy please refer to our website [www.asa.org.uk](http://www.asa.org.uk).

DELOREAN LEASING DELOREAN LEASE CONTRACT HIRE VEHICLE#models - Microsoft Internet Explorer provided by ASA (photo)

http://www.lingcars.com/DeLorean/DMC-12-leasing/cheap-contract-hire.html#models

DELOREAN LEASING D...

**AUDI LEASING**

- A1
- A3
- A3 Cabriolet
- A4 Allroad
- A5 Cabriolet
- A5 Coupe
- A5 Sportback
- A6
- A6 Allroad (old shape)
- A6 Avant
- A7 Sportback
- A8
- Q3
- Q5
- Q7
- RS3
- RS5
- S3 (old shape)
- S5 Sportback
- TT Coupe
- TT Roadster
- TT RS Coupe
- TT RS Roadster

**BMW**

**BMW LEASING**

- 1-Series
- 1-Series Convertible
- 1-Series Coupe
- 3-Series Convertible
- 3-Series Coupe
- 3-Series Saloon
- 3-Series Touring (old shape)
- 3-Series GT
- 5-Series Saloon
- 5-Series Touring
- 6-Series Convertible
- 6-Series Coupe
- 7-Series
- M3 Convertible
- M3 Coupe
- M3 Saloon

**Hi! I am Ling WAN from Dragons' Den. I lease cheap new cars!**

**NUCLEAR ROCKET TRUCK IS GO! ... in \*\*1\*\***

DELOREAN LEASING CHEAP NEW DELOREAN LEASE CONTRACT HIRE

**My 1 DeLorean DMC-12 Deal**

**PERSONAL CUSTOMER DEAL LIST**

Switch to business prices...

**CHANGE PAGE VIEW?** LIST VIEW ICON VIEW

**Full list of my DeLorean DMC-12 deals in price**

LIVE CHAT

Internet | Protected Mode: On

DELOREAN LEASING DELOREAN LEASE CONTRACT HIRE VEHICLE#models - Microsoft Internet Explorer provided by ASA (photo)

http://www.lingcars.com/DeLorean/DMC-12-leasing/cheap-contract-hire.html#models

DELOREAN LEASING D...

**CHEVROLET LEASING**

- X5
- X6
- Z4 Roadster
- Captiva
- Cruze
- Orlando
- Spark

**CHRYSLER LEASING**

- Delta
- Grand Voyager
- Ypsilon

**CITROEN LEASING**

- C1
- C3
- C3 Picasso
- C4
- C4 Grand Picasso
- C4 Picasso
- C5
- C5 Tourer
- DS3
- DS4
- DS5

**DMC DELOREAN LEASING**

**Order**

	Body	Engine	Fuel	BHP	Trim	G/box	Paint	CO <sub>2</sub>	Farm	£/month inc VAT
1811134	Coupe 2dr (2-seat)	2.8 i VS (2849cc)	Petrol	170bhp	Gullwing	Manual	Met	N/A	2+23	10k £149.99 15k £167.99 20k £175.19

LIVE CHAT

DELOREAN DMC-12 LEASING 2.8 i V6 (170bhp) Gullwing Coupe (2-seat) 2dr 2849cc Petrol Manual cont - Microsoft Internet Explorer p

http://www.lingcars.com/DeLorean/DMC-12/1811194-2.8\_i\_V6\_(170bhp)\_Gullwing\_Coupe\_(2-seat)\_2dr\_2849cc-personal/

DELOREAN DMC-12 LE...

**DeLorean DMC-12**

**FULL DETAIL AND ORDERING PAGE**

Fuel - **Petrol**

Paint - **Metallic**

Gearbox - **Manual**

**2.8 i V6 (170bhp) Gullwing Coupe (2-seat) 2dr 2849cc Petrol Manual (Brand New)**

**Ling's Deal ID = 1811194**

**3 year rental**

**3+35** **£149.99** *per month, inc VAT*

*10,000 miles a year costs... This means 3 payments upfront then 35 monthly payments.*

**How many miles do you drive?**

**10,000 miles per year (30,000 total)** **£149.99 per month inc VAT** **Order NOW**

**IN D3X**

What's Included?  
Explanation Billurb  
Power & Speed  
Explain Profile  
Explain Prices  
Who Can Drive?  
Exceeding Mileage  
Servicing  
Customer Letters  
New Number Plates  
Taking on Holiday  
Delivery Info  
Compare Fags

**BMW CAR LEASES**

1-Series  
1-Series Convertible  
1-Series Coupe  
2-Series Convertible  
2-Series Coupe  
2-Series Saloon  
3-Series GT  
3-Series Saloon  
3-Series Touring  
5-Series Convertible  
5-Series Coupe  
7-Series  
M3 Convertible  
M3 Coupe  
M3 Saloon  
M5 Saloon  
X1  
X3  
X5  
X6  
Z4 Roadster

**DELOREAN DMC-12 LE...**

Internet | Protected Mode: On

DELOREAN DMC-12 LEASING 2.8 i V6 (170bhp) Gullwing Coupe (2-seat) 2dr 2849cc Petrol Manual cont - Microsoft Internet Explorer p

http://www.lingcars.com/DeLorean/DMC-12/1811194-2.8\_i\_V6\_(170bhp)\_Gullwing\_Coupe\_(2-seat)\_2dr\_2849cc-personal/

DELOREAN DMC-12 LE...

**15,000 miles per year (45,000 total)** **£167.99 per month inc VAT** **Order NOW**

**20,000 miles per year (60,000 total)** **£175.19 per month inc VAT** **Order NOW**

**EXTRA CHARGES?** **Document Fee: £180.00**

**Please note!** One for the boyz on the VRX Corsa forum :) Only available in Silver, dumbos... rotate those baseball caps and turn up your sub-woofers.

**What happens when I press "Order Now"?** "When you press "Order Now", you will be taken to my proposal form. This does not commit you for the car, and I will never go ahead with your application without a very clear, further final agreement from you." - Ling

**PRINT THIS DEAL ON PAPER!**

**CHEVROLET CAR LEASING**

Captiva  
Cruze  
Orlando  
Spark

**CHRYSLER LEASE CARS**

Delta  
Grand Voyager  
Ypsilon

**CITROEN LEASING**

C1  
C3  
C3 Picasso  
C4  
C4 Grand Picasso  
C4 Picasso  
C5  
C5 Tourer  
DS3  
DS4  
DS5

**DELOREAN CAR LEASES**

**DELOREAN DMC-12 LE...**

Internet | Protected Mode: On

DELOREAN DMC-12 LEASING 2.8 i V6 (170bhp) Gullwing Coupe (2-seat) 2dr 2049cc Petrol Manual cont - Microsoft Internet Explorer p

http://www.fingcars.com/DeLorean/DMC-12/1811194-2.8\_i\_V6\_170bhp\_Gullwing\_Coupe\_2-seat\_2dr\_2049cc-personal1

DELOREAN DMC-12 LE...

**BEWARE DOUBT COMPANIES SELLING HIGH INITIAL RENTAL 6+ LEASES**

RETURN TO INDEX

# WHAT'S INCLUDED?

**FIAT CAR LEASING**  
300  
300 Convertible

**FORD LEASE CARS**  
B-Max  
C-Max  
Fiesta  
Focus  
Focus Estate  
Galaxy  
Grand C-Max  
Ka  
Kuga  
Mondeo  
Mondeo Estate  
S-Max

**HONDA LEASING**  
Accord Saloon  
Accord Tourer  
Civic  
CR-V  
CR-Z  
Insight  
Jazz

**HYUNDAI CAR LEASES**

**WAH!**



My DeLorean DMC-12 includes...

**WARRANTY**  
**Full DMC**  
warranty on this DMC-12

When this new DeLorean DMC-12 breaks down, you can get it fixed at a DeLorean garage for free!

**AA or RAC**  
At least one year AA-type cover



Most new cars get one year breakdown cover, this AA or RAC cover is direct from DeLorean.

**ROAD TAX**  
Full road tax for whole contract



On this new DeLorean DMC-12 deal, you get road tax in the post every year it is due. Brilliant!

**FIRST-AID**  
Free "Ling" first aid kit



I send you a sexy first aid kit for your DeLorean DMC-12 glovebox (limb amputation size).

DELOREAN D... TEACUSION Complaint 2... Drafts - Mic... 2013-01-28... 2013-02-06 A... screenshots... 17:10

DELOREAN DMC-12 LEASING 2.8 i V6 (170bhp) Gullwing Coupe (2-seat) 2dr 2049cc Petrol Manual cont - Microsoft Internet Explorer p

http://www.fingcars.com/DeLorean/DMC-12/1811194-2.8\_i\_V6\_170bhp\_Gullwing\_Coupe\_2-seat\_2dr\_2049cc-personal1

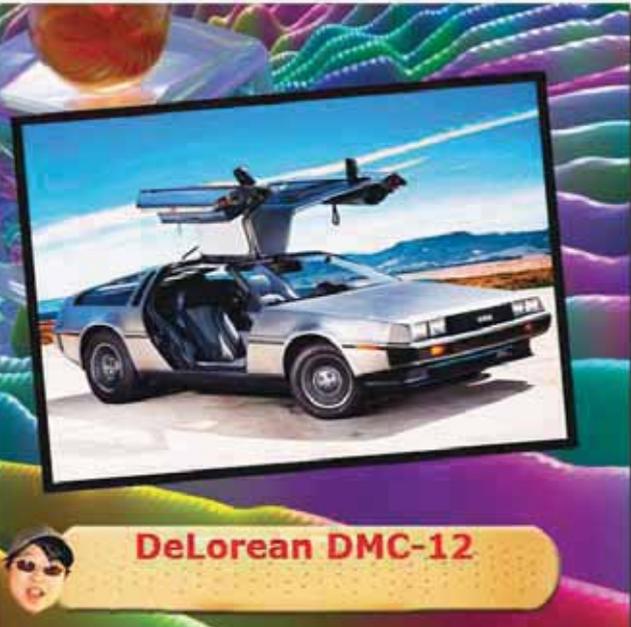
DELOREAN DMC-12 LE...

130 Tourer  
140 Saloon  
140 Tourer  
1800  
1920  
1835  
Santa Fe  
Veloster

**JAGUAR JAGUAR CAR LEASING**  
XF  
XF Sportbrake  
XF-R  
XF Saloon  
XF Convertible  
XF Coupe

**KIA LEASE CARS**  
Ceed  
Ceed Sportwagon  
Doblo  
Picanto  
Rio  
Sorento  
Soul  
Sportage  
Venga

**LADA LEASING**  
Lada



**DeLorean DMC-12**

I do my best, but this picture is not the exact, actual car you will be leasing.

Freelander 2  
Range Rover (old shape)  
Range Rover Evocad  
Range Rover Sport (old shape)

**LEXUS CAR LEASING**  
CT  
GS  
IS Convertible  
RX

**MAZDA LEASE CARS**

**MERCEDES LEASING**  
A-Class  
C-Class Coupe  
C-Class Estate  
C-Class Saloon  
GL-Class  
CLS-Class  
E-Class Cabriolet  
E-Class Coupe  
E-Class Estate  
E-Class Saloon

# QUESTIONS, QUESTIONS...

This is a low-cost rental on a Personal Contract Hire from *Ling* on a New DeLorean DMC-12.

Are you a business customer? [CLICK HERE](#)



This is Personal Contract Hire...  
*...what does this mean?*

You don't own the car, you just rent it for 3 years then you just hand back. You can apply to buy it at the end, but this is at the discretion of the finance company. **Usually you just rent it and then give it back - and you are free to get another car, or walk away. Your choice.** Renting this car is like renting a daily rental car for a longer contract. Personal Contract Hire is a beautiful easy product, see? *I get my*



LIVE CHAT

## POWER & SPEED!

**DeLorean DMC**  
-12 2.8 i V6 (170bhp)  
Gullwing Coupe (2-seat) 2dr 2849cc Petrol Manual

CLS-Class  
E-Class Cabriolet  
E-Class Coupe  
E-Class Estate  
F-Class Saloon  
N-Class  
R-Class  
S-Class  
SL-Class  
SLK Roadster  
Sprinter  
Vito

**MG CAR LEASES**  
MG6 GT

**MINI CAR LEASING**  
Clubman  
Convertible  
Countryman  
Coupe  
Hatch

**MITSUBISHI LEASE CARS**  
ASX  
Colt  
Lancer  
Outlander  
Shogun LWB  
Shogun SWB

car is like renting a daily rental car for a longer contract. Personal Contract Hire is a beautiful easy product, see? *I get my own cars using this method.*

**How many miles do you drive?**

**10,000** miles per year (30,000 total) **£149.99** per month inc VAT [Order NOW](#)

**15,000** miles per year (45,000 total) **£167.99** per month inc VAT [Order NOW](#)

**20,000** miles per year (60,000 total) **£175.19** per month inc VAT [Order NOW](#)

**EXTRA CHARGES?** Document Fee: £180.00

*Initial rental is usually paid before delivery, by cheque, card or debit payment. Initial*

**These prices are LIVE! They are accurate.** I check prices on my website daily. Occasionally,

**Gullwing Coupe (2-seat) 2dr 2849cc Petrol Manual**



LIVE CHAT



DELOREAN DMC-12 LEASING 2.8 i V6 (170bhp) Gullwing Coupe (2-seat) 2dr 2049cc Petrol Manual cont - Microsoft Internet Explorer p

http://www.lingcars.com/DeLorean/DMC-12/1811194-2.8\_i\_V6\_170bhp\_Gullwing\_Coupe\_2-seat\_2dr\_2049cc-personal/

DELOREAN DMC-12 LE...

usually paid before delivery, by cheque, card or debit payment. Initial rental is part of cost, and is not a deposit and is not refunded at end of term, just to be clear.

**These prices are LIVE! They are accurate.** I check prices on my website daily. Occasionally, suppliers may forget to inform me of price changes, adjustments have to be made. I take pride in having the most accurate prices on the web.

**3 year rental**

**QUESTIONS ABOUT THIS CONTRACT ?**

This is a 3 year deal. My offer on this DeLorean DMC-12 is on a 3 + 35 profile. **You know what this means?**

**I explain:** This means that you pay 3 payments of £149.99 (including VAT) as initial payment, then you pay 35 payments of £149.99 (including VAT) monthly by direct debit. These payments are based on you driving an annual mileage of 10,000 miles per annum.

**Anyone you want can drive this DeLorean DMC-12; you just need to insure it and put fuel in the tank. Easy!** When

Mr Kieren Puffett  
(Editor of Parker's Car Price Guide)  
says: "Ling, tell your customers to read DeLorean DMC-12 road tests on Parkers website, I have figures and specs for just about every car!"

**PARKER'S**  
Independent, accurate, trusted  
#100 prices checked every day

NISSAN LEASING  
370Z Coupe  
370Z Roadster  
Cube  
GT-R  
Juke  
Leaf  
Micra  
Navara  
Note  
NV200  
NV200 Combi  
Pathfinder  
Pixo  
Qashqai  
Qashqai Plus2  
X-Trail

PEUGEOT CAR LEASES  
207  
207 CC  
207 SW  
208  
209  
308  
308 CC  
308 SW  
4007  
3008  
308 Saloon  
308 SW  
Bipper Tepee  
Expert Tepee  
Partner Tepee  
RCZ

Internet | Protected Mode: On

DELOREAN DMC-12 LEASING 2.8 i V6 (170bhp) Gullwing Coupe (2-seat) 2dr 2049cc Petrol Manual cont - Microsoft Internet Explorer p

http://www.lingcars.com/DeLorean/DMC-12/1811194-2.8\_i\_V6\_170bhp\_Gullwing\_Coupe\_2-seat\_2dr\_2049cc-personal/

DELOREAN DMC-12 LE...

**DMC-12; you just need to insure it and put fuel in the tank. Easy!** When your rental finishes, you just walk away... or swap your car for a brand-new one of the same or a different type on a new contract. **It's fun to change into a brand new car!** It saves washing the old one, hehe.

**EXCEEDING THE MILEAGE**

If you exceed the total mileage then at the end of the rental you pay an additional "excess mileage" charge for these extra miles. It's usually between 4p and 10p per mile.

**SERVICING THIS DELOREAN DMC-12**

**This car deal does not include servicing.** You have to get the car serviced at the manufacturer scheduled intervals and mileage. **Most contracts allow this to be done by a non-franchised garage,** but some finance companies (mainly VW, Audi, Skoda, Seat and BMWs and some Mercedes contracts) insist on using the franchised dealer. It is hard to know exactly until we all see the finance agreements. **Whatever, if you use the car normally, the servicing requirements will be minimal.** Only heavy users will ever need to replace brake pads, for example.

**RELIANT CAR LEASING**  
Robin

**RENAULT LEASE CARS**  
Clio (old shape)  
Clio RenaultSport  
Clio SportTourer  
Fluence  
Grand Scenic  
Megane  
Megane Coupe  
Megane Coupé  
Cascadia  
Megane Sports  
Tourer  
Scenic  
Twingo  
Twingo RenaultSport  
Twizy

**SEAT LEASING**  
Alhambra  
Altea  
Altea XL  
Exeo  
Exeo SportTourer  
Ibiza  
Ibiza Fr  
Ibiza Sport Coupé  
Ibiza ST  
Leon (old shape)

Internet | Protected Mode: On

RE: ASA Investigation - 220750/LCC - Message (HTML)

Send Accounts Attach as Adobe PDF Options...

Arial 10 B I U

File Edit View Insert Format Tools Actions Help

This message will be sent via Microsoft Exchange Server.

To: Lucy Crowe <LucyC@ASA.Org.UK>

Cc:

Bcc:

Subject: RE: ASA Investigation - 220750/LCC

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

Twitter @LINGSCARS



Lucy,

Thanks for the complaint letter.

You have been suckered into a publicity stunt by the complainant.

The DeLorean is clearly a joke, as is my Reliant Robin deal. It's ridiculous that anyone thinks that these cars are available new, as the DeLorean was discontinued in 1982, over 30 years ago.

The complainant is trying to make the ASA look an ass by pursuing this silly complaint. And it will look silly when it gets the publicity he wants it to have. I am happy for the publicity to happen (I have already had one call from a news agency, so the complainant is obviously feeding this to the press), but from all points of view, I think this is so absurd that it's best ignored.

Evidence that the complainant is untruthful in his indignancy can be found on Pistonheads where he has stated (after joining in the discussion about this silly offer) that he was to refer it to the ASA. He knew it wasn't real everyone knows it's a joke.

When there is no room in the World for jokes, someone looks foolish. I urge you to slap him down and ensure it's him looking foolish, not you. Hope this helps.

(for note, my website is the most respected car leasing website in the UK, if you research on Google you'll find NO complaints ever, and I have the best reputation for truthful deals. I supply well over 1000 new cars a year.)

Regards,

Ling

RE: ASA Investigation - 220750/LCC - Message (HTML)

Reply Reply to All Forward Print Attachments X Undo Redo Font Color

File Edit View Insert Format Tools Actions Help Contribute Adobe PDF

Open In Contribute Publish To Website Post To Blog

You made changes to another copy of this item. This is the most recent version. [Click here to see the other versions.](#)

From: Lucy Crowe [LucyC@ASA.Org.UK]

Sent: Thu 07/03/2013 10:16

To: Ling Valentine

Cc:

Subject: RE: ASA Investigation - 220750/LCC

Dear Ling

Thank you for your email and for responding to the complaint.

I understand from your email that you consider the listing of the DeLorean to be a 'joke' and that consumers would realise that it was a joke because the DeLorean was discontinued in 1982. I disagree – your website offers cars (some are unusual and unique) for leasing so consumers who visit your website would have no reason to believe that the DeLorean is not available. You cannot assume all consumers visiting your website would have vast knowledge about different models and makes of cars.

The next stage of the investigation is for me to draft a report for the ASA Council (the Council who decide whether or not to uphold a complaint). Based on what you have told me, I am likely to recommend that the complaint is upheld. If you would rather resolve the complaint without the need for a formal investigation, we can do this subject to you agreeing to remove the product listing from your website. If you would rather go down this route, please let me know by **Friday 15 March**. If I do not hear from you by that date, or you would rather undergo a formal investigation, I will start preparing the draft report.

Kind regards

**Lucy Crowe**  
**Investigations Executive**  
Direct line 020 7492 2141

Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London WC1V 6QT  
Telephone 020 7492 2222  
[www.asa.org.uk](http://www.asa.org.uk)

Follow us on twitter: @ASA\_UK

Legal, decent, honest and truthful



RE: ASA Investigation - 220750/LCC - Message (HTML)

Reply Reply to All Forward Print Reply Forward X [Navigation icons]

File Edit View Insert Format Tools Actions Help Contribute Adobe PDF

Open In Contribute Publish To Website Post To Blog

Follow up  
Completed on 14 March 2013 13:59.  
You replied on 14/03/2013 13:59.

From: Lucy Crowe [LucyC@ASA.Org.UK] Sent: Thu 14/03/2013 12:54  
To: Ling Valentine  
Cc:  
Subject: RE: ASA Investigation - 220750/LCC

Attachments: 2013-03-14 DR Ltr to Adv.doc (70 KB); 2013-03-14 Ext Dft.doc (53 KB)

Dear Ling

Please see the attached documents regarding our ongoing investigation.

Kind regards

Lucy

**Lucy Crowe**  
**Investigations Executive**  
Direct line 020 7492 2141

Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London WC1V 6QT  
Telephone 020 7492 2222  
www.asa.org.uk

Follow us on twitter: @ASA\_UK

Legal, decent, honest and truthful

*Confidential*

# DRAFT RECOMMENDATION

*SUBJECT TO CONFIRMATION*

**LINGsCARS.com Limited**

Ling World Headquarters  
Vance Business Park  
Gateshead  
NE11 9NE

**Case number:** A13-220750  
**Media:** Internet (on own site)  
**Sector:** Business  
**Agency:**

**Number of complaints :** 1

**Ad**

Claims on a website for leasing cars, [www.lingscars.com](http://www.lingscars.com), stated "DELOREAN LEASING CHEAP NEW DOLOREAN LEASE CONTRACT HIRE. My 1 DeLorean DMC-12 Deal". It featured an image of the car and further text stated "Full list of my DeLorean DMC-12 deals in price order". A table below provided further details of the car and offered three pricing options "10k £149.99. 15k £167.99. 20k £175.19".

**Issue**

The complainant challenged whether the claims were misleading because, having contacted the advertiser to enquire about leasing the car, they were told that there was no such car available.

**Response**

Lingscars.com said the listing was a joke and did not believe that anyone would think the car was available new as the DeLorean was discontinued in 1982, over 30 years ago. They said they were a respected car leasing website which supplied over 1,000 cars a year and they had received no complaints before this one.

**Assessment**

Upheld

The ASA noted that the listing was intended as a joke and there was no such car available for lease from Lingscars.com. We noted that the website had cars available for lease and considered that it would not be obvious to all consumers visiting the site that the DeLorean was not also available for lease. We considered that the wording of the listing gave the impression that the car was available for hire, for example "DELOREAN LEASING CHEAP NEW DELOREAN LEASE CONTRACT HIRE", "My DeLorean DMC-12 Deal", "FULL DETAIL AND ORDERING PAGE", "3 year rental", "10,000 miles a year costs... 3 + 35 (This means 3 payments upfront then 35 monthly payments) £149.99 per month, inc VAT", "WHAT'S INCLUDED?... My DeLorean DMC-12 includes Warranty ... When this new DeLorean DMC-12 breaks down, you can get it fixed at a DeLorean garage for free! At least one year AA-type cover ... Full road tax for whole contract ...", "This is a low-cost rental on a Personal Contract Hire form Ling on a New DeLorean DMC-12 ... You don't own the car, you just rent it for 3 years then you just hand back ..."

We considered that although the website referred to the DeLorean as new, some consumers might not have known that the DeLorean had been discontinued and that there was no such thing as a new DeLorean. Furthermore, we understood that a Texan company made custom-built DeLoreans from old stock and reproduction parts and some consumers



may have considered the "new" DeLorean for lease was such a car. We considered it was not clear that the listing was a joke.

For these reasons, we considered that the claims were misleading.

The claims breached CAP Code (Edition 12) rules 3.1 (Misleading advertising) and 3.7 (Substantiation).

**Action**

The claims must not appear again in their current form. We told Lingscar.com to ensure they only advertised cars on their website which were available for hire.

CONFIDENTIAL



Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London WC1V 6QT  
Telephone 020 7492 2222  
Textphone 020 7242 8159  
Email [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk)  
[www.asa.org.uk](http://www.asa.org.uk)

Ling Valentine  
LINGsCARS.com Limited

[sales@lingscars.com](mailto:sales@lingscars.com)

14 March 2013  
**By email**

**Ref:A13-220750**

Dear Ms Valentine

**Your advertising**

Thank you for responding to the complaint.

The attached report is now ready to be sent to the ASA Council. We have based it on the information we have at the moment. If you want to send us more, please do so now.

Please confirm that your company's name and address are listed correctly at the top of the report.

As you can see from the attached we are recommending that the complaint is upheld.

The report is a draft recommendation and the decision and wording will rest entirely with the Council, who may see things differently.

Please ensure you have made all the points that you want to make. We shall consider written comments on the factual accuracy of the draft if we receive them by **Thursday 21 March**. If you have no additional comments to make, please let us know so that our waiting for your response does not hold up the investigation.

The complainant will also receive a copy of the draft recommendation today.

If we change the draft recommendation materially as a result of comments we receive, we shall tell you. If no material changes are needed, the draft recommendation will be forwarded to the Council for consideration.

We shall write to you again to tell you the Council's decision and the publication date for the final report. Please treat the draft recommendation as confidential until the final report is published.

Yours sincerely



**Lucy Crowe**

Investigations Executive

[lucyc@asa.org.uk](mailto:lucyc@asa.org.uk)

020 7492 2141

We shall use your contact details, together with other information from or about you, to deal with the complaint. We may contact you to assess the quality of our services or to give you information about our activities, which might interest you. If you do not want to be contacted for that purpose, please let our Data Protection Officer know at the above address or by e-mail at [data.protection@asa.org.uk](mailto:data.protection@asa.org.uk). For further information about our Data Protection Policy please refer to our website [www.asa.org.uk](http://www.asa.org.uk).

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
 Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

Twitter @LINGSCARS



Lucy,

Thanks :)

But I can't believe that time is wasted on this issue. The complainant is being deliberately vindictive. You're suckering yourselves to some silly idiot. Ho hum.

I like the way you have Wiki'd new build DeLorean cars, because precisely none have been sold and they aren't available in Europe, anyway. Not one has been sold in the UK. They are not marketed in the UK, and barely in the USA. If you check the Texas website you will see no cars have been produced. That's a nonsense argument, and completely misleading, precisely the crime you accuse me of committing. It's a cheap Wiki paste to justify the complaint.

All you are doing is providing publicity for the Troll, publicity for me, and wasting public money.

I utterly reserve the right to make jokes; you should do really well next month on April 1st if you check my website.

Regards,

Ling

Fire up the QUATTRO! ...it's time to change cars!

HONESTJOHN.CO.UK Highly Approved Trader

BT National I.T. & Communication WINNER 2009

NatWest every woman awards

commented as BEST non-franchised WEBSITE 2007

commented as BEST non-franchised 2008 ENVIRONMENTALIST

NORTH-EAST ENTREPRENEUR OF THE YEAR Winner of the Woman of the Year Award: LING VALENTINE

CELEBRATION TWO DRAGON DEN

**LINGs CARS.com** The UK's favourite car leasing website!



This message will be sent via Microsoft Exchange Server.

To: Lucy Crowe <LucyC@ASA.Org.UK>  
 Cc:  
 Bcc:  
 Subject: RE: ASA Investigation - 220750/LCC

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
 Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

Twitter @LINGsCARS



Lucy,

hahahaha, OK, it's not taxpayers' money... Just funded by the public then, when the costs are passed on by advertisers paying your levy.

I don't have any dispute with the complainant at all - he was just a pedantic fool. (and he only complains because I called him an idiot, which I stand by). Doesn't it say something that only ONE person out of well over a million of my website visitors has made a complaint to you? Surely you are not under a duty to suffer idiots? At some stage you must draw the line and say "patently this is a joke advert".

I'm glad you consider a DeLorean advert to be a valid complaint... it's an important job, stopping jokes on the internet. But I wonder why haven't you commented on censoring my Reliant Robin advert, too? Or is that one an "OK" joke, because you have watched Fools and Horses and you gettit?

In the meantime, the majority of UK car leasing websites still blatantly break the Consumer Protection from Unfair Trading Regulations 2008, which say: "All price indications you give to consumers, by whatever means, should include VAT. This total price must be displayed prominently so that consumers can see it. Prices may ONLY be indicated exclusive of VAT at an outlet or through advertisements from which ALL of your business is with business customers." ... yet the majority of UK car leasing websites by exclude or ignore VAT.

Investigating VAT representation and hidden charges is far better way for the ASA to spend their time policing online car leasing adverts, I think.

Regards,

Ling



# LINGs CARS.com



The UK's favourite car leasing website!



Follow up  
You replied on 14/03/2013 15:31.

**From:** Lucy Crowe [LucyC@ASA.Org.UK]  
**To:** Ling Valentine  
**Cc:**  
**Subject:** RE: ASA Investigation - 220750/LCC  
**Sent:** Thu 14/03/2013 14:57

Dear Ling

Thank you for your email and latest comments.

Regarding your ad for a Reliant Robin, we are not specifically looking at that ad because the complainant only complained about the DeLorean ad.

Kind regards

Lucy

**From:** Ling Valentine [mailto:sales@lingscars.com]  
**Sent:** 14 March 2013 14:42  
**To:** Lucy Crowe

This message will be sent via Microsoft Exchange Server.

To...

Cc...

Bcc...

Subject:

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com  
twitter @LINGSCARS



Lucy,

I would like to complain about the Reliant Robin advert on LINGsCARS.

[http://www.lingscars.com/Reliant/Robin/1811195-0.85\\_%2837bhp%29\\_Robin\\_Hatchback\\_3dr\\_848cc-personal.html#models](http://www.lingscars.com/Reliant/Robin/1811195-0.85_%2837bhp%29_Robin_Hatchback_3dr_848cc-personal.html#models)

Despite running the website, I have been tricked by myself into ordering one and now I am dismayed to find out that it is not a real product, but a FAKE.

I insist you take action against me.

You already have all my details, so it's a waste of time to pass them again.

Regards,

Ling

ASA Investigation: A13-220750 - Message (HTML)

Reply Reply to All Forward Print Attachments Delete Undo Redo Bold Italic Link

File Edit View Insert Format Tools Actions Help Contribute Adobe PDF

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You made changes to another copy of this item. This is the most recent version. [Click here to see the other versions.](#)

Follow up

You replied on 27/03/2013 16:30.

From: Andrea Gregory [AndreaG@ASA.Org.UK]

Sent: Wed 27/03/2013 16:07

To: Ling Valentine

Cc:

Subject: ASA Investigation: A13-220750

Attachments: [2013-03-27 CL Adv Eml.doc \(89 KB\)](#); [2013-03-27 Adjudication \(Final\).doc \(54 KB\)](#); [2013-03-27 Pro Forma.doc \(42 KB\)](#)

Dear Ms Valentine, please find attached a copy of our closing correspondence in this case.

We ask you to keep the final decision confidential until the publication date.

Kind regards

**Andrea Gregory**  
Investigations Manager

Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London WC1V 6QT  
Telephone 020 7492 2222  
[www.asa.org.uk](http://www.asa.org.uk)

Follow us on twitter: @ASA\_UK

**Legal, decent, honest and truthful**

*Please note my normal working days are Tuesday to Friday.*

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The Advertising Standards Authority Ltd, Registered Number 0733214  
The Advertising Standards Authority (Broadcast) Ltd, Registered Number 5130991  
The Committee of Advertising Practice Ltd, Registered Number 8310744  
The Broadcast Committee of Advertising Practice Ltd, Registered Number 5126412

Registered Office: Mid City Place, 71 High Holborn, London, WC1V 6QT

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An anti-virus system is in operation and our systems are regularly scanned for known viruses. ASA/CAP accepts no responsibility for any subsequent viruses attached.



Ling Valentine  
LINGsCARS.com Limited

Email: [sales@LINGsCARS.com](mailto:sales@LINGsCARS.com)

Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London WC1V 6QT  
Telephone 020 7492 2222  
Textphone 020 7242 8159  
Email [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk)  
[www.asa.org.uk](http://www.asa.org.uk)

**Ref:A13-220750/LCC/fo**

27 March 2013  
**By post and email**

Dear Ms Valentine

### **Your advertising**

I am responding in Lucy's absence.

The ASA Council has now adjudicated and agreed with our recommendation that the ad did breach the Code.

The attached report will be published on the ASA website, [www.asa.org.uk](http://www.asa.org.uk), on **Wednesday 10 April** and we ask you to treat it as confidential until then. It will be made available to journalists, under embargo, from the Monday before publication. The complainant will also receive a copy of the adjudication today.

You should change your advertising immediately to comply with The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (The CAP Code), if you haven't already done so. Please give us your written assurance, within the next five working days, either that you have already changed your advertising or that you will act promptly to comply with the ASA Council's decision.

For convenience, we have enclosed a pro-forma setting out the assurance we require, which you can post or fax to us when you have signed it. If we don't receive a written assurance of compliance, we will refer the matter to the CAP Compliance team, who may invoke sanctions against advertisers who fail to comply with ASA decisions.

Please note ASA adjudications apply to marketing communications in all media, including broadcast (TV and radio) and ads on the Internet.

To help avoid ASA investigations in the future we recommend using CAP Services, a range of bespoke advice, training events and online resources provided by the Committee of

### **Legal, decent, honest and truthful**

Chairman Rt Hon Lord Smith of Finsbury Chief Executive Guy Parker  
ASA Council (Non-broadcast) Louisa Bolch, Alan Bookbinder, Sally Cartwright, Rachel Childs, Roisin Donnelly, David Harker,  
John Mayhead, Andrew Motion, Martin Narey, Hamish Pringle, Ruth Sawtell and Anthony Wilkes

Advertising Practice (CAP), which is the organisation responsible for producing and reviewing the rules enforced by the ASA.

CAP Services are designed to help you stay on top of the requirements of the UK Advertising Codes, and how those are interpreted by the ASA. Whatever your needs, CAP Services will help you to:

- Ensure ad campaigns stand out without breaking the rules
- Understand what is and isn't acceptable to the ASA
- Keep up-to-date with the latest developments and guidance in ad regulation
- Help avoid reputational and commercial damage that can come with an upheld ASA adjudication

You can access this resource on the CAP website, here: [www.cap.org.uk/Advice-Training-on-the-rules.aspx](http://www.cap.org.uk/Advice-Training-on-the-rules.aspx).

A key part of the CAP Services offering is a free service called Copy Advice. They provide a wealth of guidance online, including a searchable database of advice that is regularly updated and is available on the CAP website, [www.cap.org.uk](http://www.cap.org.uk).

The Copy Advice team also provides a free bespoke advice service. Although the advice is not binding on the ASA Council, the team can help if you are in doubt about Code requirements or would like advice on a particular point. You can reach the Copy Advice team by phone on 020 7492 2100, (or by fax on 020 7404 3404).

If you want to submit a bespoke copy advice enquiry, please use the online advice request form (you will need to register and sign in to do this, but this is free): [www.cap.org.uk/Advice-Training-on-the-rules/Bespoke-Copy-Advice.aspx](http://www.cap.org.uk/Advice-Training-on-the-rules/Bespoke-Copy-Advice.aspx).

Yours sincerely



**Investigations Manager**  
020 7492 2222

Confidential

# FINAL ADJUDICATION

LINGsCARS.com Limited  
Vance Business Park  
Gateshead  
NE11 9NE

**Case number:** A13-220750/LCC  
**Media:** Internet (on own site)  
**Sector:** Business  
**Agency:**

**Number of complaints :** 1

## Background

### Ad

Claims on a website for leasing cars, [www.lingscars.com](http://www.lingscars.com), stated "DELOREAN LEASING CHEAP NEW DELOREAN LEASE CONTRACT HIRE. My 1 DeLorean DMC-12 Deal". It featured an image of the car and further text stated "Full list of my DeLorean DMC-12 deals in price order". A table below provided further details of the car and offered three pricing options "10k £149.99. 15k £167.99. 20k £175.19".

### Issue

The complainant challenged whether the claims were misleading because, having contacted the advertiser to enquire about leasing the car, they were told that there was no such car available.

### Response

Lingscars.com said the listing was a joke and did not believe that anyone would think the car was available new as the DeLorean was discontinued in 1982, over 30 years ago. They said they were a respected car leasing website which supplied over 1,000 cars a year and they had received no complaints before this one.

### Assessment

Upheld

The ASA noted that the listing was intended as a joke and there was no such car available for lease from Lingscars.com. We noted that the website had cars available for lease and considered that it would not be obvious to all consumers visiting the site that the DeLorean was not also available for lease. We considered that the wording of the listing gave the impression that the car was available for hire, for example "DELOREAN LEASING CHEAP NEW DELOREAN LEASE CONTRACT HIRE", "My DeLorean DMC-12 Deal", "FULL DETAIL AND ORDERING PAGE", "3 year rental", "10,000 miles a year costs... 3 + 35 (This means 3 payments upfront then 35 monthly payments) £149.99 per month, inc VAT", "WHAT'S INCLUDED?... My DeLorean DMC-12 includes Warranty ... When this new DeLorean DMC-12 breaks down, you can get it fixed at a DeLorean garage for free! At least one year AA-type cover ... Full road tax for whole contract ...", "This is a low-cost rental on a Personal Contract Hire form Ling on a New DeLorean DMC-12 ... You don't own the car, you just rent it for 3 years then you just hand back ..."



We considered that although the website referred to the DeLorean as new, some consumers might not have known that the DeLorean had been discontinued and that there was no such thing as a new DeLorean. Furthermore, we understood that a Texan company made custom-built DeLoreans from old stock and reproduction parts and some consumers may have considered the "new" DeLorean for lease was such a car. We considered it was not clear that the listing was a joke.

For these reasons, we considered that the claims were misleading.

The claims breached CAP Code (Edition 12) rules 3.1 (Misleading advertising) and 3.7 (Substantiation).

**Action**

The claims must not appear again in their current form. We told Lingscar.com to ensure they only advertised cars on their website which were available for hire.

CONFIDENTIAL

Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London  
WC1V 6QT

Fax: 020 7242 3696

**ASSURANCE OF COMPLIANCE WITH ASA ADJUDICATION**

This is an assurance that the advertising that was the subject of ASA investigation reference number A13-220750 will no longer appear in its original form. The claims and images, which related to the lease of a DeLorean car, which were investigated and found to breach the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing, and similar claims and images that are likely to breach the Code, will not appear in our future marketing communications.

Name (please print): .....

Signature: .....

for and on behalf of LINGsCARS.com Limited

Date: .....



This message will be sent via Microsoft Exchange Server.

To: Andrea Gregory <AndreaG@ASA.Org.UK>

Cc:

Bcc:

Subject: RE: ASA Investigation: A13-220750

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

Twitter @LINGSCARS



Andrea,

Thanks for the email. Hope Lucy is OK.

I must say, why you think I need to comply with any embargo, does surprise me. Two questions:

- 1) Can you please advise what will happen if I refuse to comply with the ruling? I don't feel inclined to comply.
- 2) Also, I complained to the ASA two weeks ago about my Reliant Robin advert, which is clearly misleading. I have not heard anything about that. I thought you were under a duty to investigate?

Regards,

Ling Valentine  
The "DeLorean One"

Fire up the QUATTRO! ...It's time to change cars!

HONESTJOHN.CO.UK Highly Approved Trader

ET National I.T. & Communication WINNER 2009

NatWest every woman Awards

commented as BEST non-franchised WEBSITE 2007

commented as BEST non-franchised 2008 ENVIRONMENTALIST

NORTH-EAST ENTREPRENEUR OF THE YEAR Winner of the Woman in Retail Award: Ling Valentine

ELIX TWO DRAGON DEN

LINGs CARS.com The UK's favourite car leasing website!

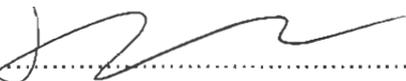
Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London  
WC1V 6QT

Fax: 020 7242 3696

**ASSURANCE OF COMPLIANCE WITH ASA ADJUDICATION**

This is an assurance that the advertising that was the subject of ASA investigation reference number A13-220750 will appear in its original form. The claims and images, which related to the lease of a DeLorean car, which were investigated and found to breach the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing, and similar claims and images that are likely to breach the Code, will appear in our future marketing communications.

Name (please print): ..... LING VALGENTINE, THE "DELOREAN ONE" .....

Signature: .....  .....

for and on behalf of LINGsCARS.com Limited

Date: ..... 27/3/13 .....



RE: ASA Investigation: A13-220750 - Message (HTML)

Reply Reply to All Forward Print Attachments X Undo Redo Font Color

File Edit View Insert Format Tools Actions Help Contribute Adobe PDF

Open In Contribute Publish To Website Post To Blog

You made changes to another copy of this item. This is the most recent version. Click here to see the other versions.

Follow up

You replied on 28/03/2013 16:27.

From: Andrea Gregory [AndreaG@ASA.Org.UK]

Sent: Thu 28/03/2013 16:20

To: Ling Valentine

Cc:

Subject: RE: ASA Investigation: A13-220750

Dear Ms Valentine, I acknowledge receipt of the pro-forma but it is not acceptable for obvious reasons. I will now pass the case to our Compliance team who will answer point 1 below. As for point 2, we investigate genuine complaints were we consider there has been a breach of the Code rules.

I hope you understand, but I will only be responding to relevant and genuine questions going forward.

Kind regards

Andrea

**Andrea Gregory**  
**Investigations Manager**

Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London WC1V 6QT  
Telephone 020 7492 2222  
www.asa.org.uk

Follow us on twitter: @ASA\_UK

**Legal, decent, honest and truthful**

*Please note my normal working days are Tuesday to Friday.*

This message will be sent via Microsoft Exchange Server.

To: Andrea Gregory <AndreaG@ASA.Org.UK>  
Cc:  
Bcc:  
Subject: RE: ASA Investigation: A13-220750

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

Twitter @LINGSCARS



Andrea,

Thanks for that. You are too clever for me.

:)

How is Lucy? Hope she's OK.

Have a great Easter to all at ASA, try to avoid taking April 1st jokes on Monday too literally, speak later.

The complainant Gareth Griffiths sends his regards and denies complaining, which is annoying as he has caused everyone a big loss of time and money.

Regards,

Ling

To... andreaG@ASA.Org.UK  
Cc... Lucy Crowe <LucyC@ASA.Org.UK>;  
Bcc...  
Subject: LINGsCARS misdemeanour

**LINGs CARS.com**  
**The UK's favourite car leasing website**

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
 Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

@LINGsCARS

Lucy and Andrea, hi.

Hope Lucy is feeling better.

I have just spotted my censoring adjudication on the ASA website:  
[http://www.asa.org.uk/Rulings/Adjudications/2013/4/LINGsCARScom-Limited/SHP\\_ADJ\\_220750.aspx](http://www.asa.org.uk/Rulings/Adjudications/2013/4/LINGsCARScom-Limited/SHP_ADJ_220750.aspx)

Can you please add an image for me? With my missile truck? See below:



Also, can you detail what happens if I don't comply? What happens next and what penalties will I face?

Thanks so much.

Regards,

Ling

RE: LINGsCARS misdemeanour - Message (HTML)

Reply Reply to All Forward Print Attachments X Undo Redo Print

File Edit View Insert Format Tools Actions Help Contribute Adobe PDF

Open In Contribute Publish To Website Post To Blog

From: Lucy Crowe [LucyC@ASA.Org.UK] Sent: Wed 10/04/2013 10:42  
To: Ling Valentine  
Cc: Andrea Gregory  
Subject: RE: LINGsCARS misdemeanour

Dear Ling

If you don't comply with the adjudication, we will pass the matter to the CAP Compliance team who will take this up with you. If you fail to provide an assurance that you will change your advertising in line with the adjudication to the Compliance team, they may add you to the list on the ASA's website of non-compliant online advertisers. <http://www.asa.org.uk/Rulings/Non-compliant-online-advertisers.aspx>

This will appear as a natural search result on a Google search for 'Lingscars.com' so potential customers might see it.

The final adjudication will be published in its current form. We will not be adding the picture.

Regards

Lucy

This message will be sent via Microsoft Exchange Server.

To... Lucy Crowe <LucyC@ASA.Org.UK>

Cc...

Bcc...

Subject: RE: LINGsCARS misdemeanour

# LINGsCARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

twitter @LINGsCARS



Lucy,

So glad you are feeling better.

Regarding the adjudication on <http://www.asa.org.uk/Rulings/Non-compliant-online-advertisers.aspx> for LINGsCARS.

Can I just draw your attention to the mis-spelling of LINGsCARS ... it's been included in the singular (Lingscar) but that is incorrect. Should always be represented as LINGsCARS, thanks.

Also ... would it be possible to insert a hyperlink to [www.LINGsCARS.com](http://www.LINGsCARS.com) from your adjudication page, please? After all, hyperlinks are the whole point of the internet, and enable visitors browsing your ASA website an easy way of clicking through to see details of the offending website.

Please advise.

Thanks so much.

Regards,

Ling



RE: LINGsCARS misdemeanour - Message (HTML)

Reply Reply to All Forward Print Reply All X Undo Redo A+ A- Print

File Edit View Insert Format Tools Actions Help Contribute Adobe PDF

Open In Contribute Publish To Website Post To Blog

You made changes to another copy of this item. This is the most recent version. [Click here to see the other versions.](#)  
Follow up

From: Lucy Crowe [LucyC@ASA.Org.UK]

Sent: Thu 11/04/2013 10:29

To: Ling Valentine

Cc:

Subject: RE: LINGsCARS misdemeanour

Dear Ling

Thanks for your email.

We will amend the typo in the 'Action' section of the adjudication. Thank you for pointing this out.

We will not be making the other change you have requested regarding the hyperlink to your website.

Regards

Lucy

This message will be sent via Microsoft Exchange Server.

To: Lucy Crowe <LucyC@ASA.Org.UK>  
Cc:  
Bcc:  
Subject: RE: LINGsCARS misdemeanour

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com  
twitter @LINGsCARS



Dear Lucy,

Thanks so much for sorting the spelling mistake.

However, I really wish to complain to the ASA about the blatant publicity you are trying to grab, with regard to this adjudication. It's obvious to me that whoever is press officer for the ASA is touting this story around the press, who seem to be grabbing it and turning it against me.

So far, I have had to refute this and downplay it in both MSN cars and Management Today, less than 24 hours since you put the judgement on your webpage. This cannot be coincidental.

<http://www.managementtoday.co.uk/news/1178048/delorean-seller-gets-slapped-asa/>

<http://cars.uk.msn.com/news/delorean-spoof-ad-leads-to-asa-ruling-against-car-trader>

These are both high-profile websites with large numbers of viewers, and I am being made into a laughing-stock by the ASA. So many people are visiting my website and asking to lease a new DeLorean. It is getting beyond a joke.

Could I seek an assurance from the ASA that it will stop publicising my embarrassing faux-pas with the DeLorean advert, which was only ever meant for stupid customers who wouldn't "get" my more subtle Reliant Robin joke advertisement (the one that you think is OK)?

Who should I complain to at the ASA, about the above situation?]

Regards,

Ling



# LINGs CARS.com



The UK's favourite car leasing website!



**Your query - Message (HTML)**

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Follow up

From: Matthew Wilson [mattw@ASA.Org.UK] Sent: Thu 11/04/2013 12:25  
To: Ling Valentine  
Cc:  
Subject: Your query

Dear Ling

I have been passed your email by my colleague, Lucy Crowe.

The ASA press office has not been 'touting' the ruling involving your company around the media.

The media is free to pick up whichever one of our weekly ASA rulings is of interest to them or their readers.

One of the consequences of an upheld ASA ruling can be negative publicity for an advertiser. Again, we don't control how the media chooses to report on our decisions.

We're not proactively publicising your breach of the Advertising Codes. We've published the ruling on our website and are answering subsequent enquiries that we receive. I'm afraid I can't give you a reassurance that media won't pick this story up and cover it.

Regards

Matt Wilson

**Matt Wilson**  
**Press Officer**  
Direct line 020 7492 2122

Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London WC1V 6QT  
Telephone 020 7492 2222  
[www.asa.org.uk](http://www.asa.org.uk)

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RE: Your query - Message (HTML)

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Arial 10 [Icons] B I U [Icons]

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This message will be sent via Microsoft Exchange Server.

To: Matthew Wilson <mattw@ASA.Org.UK>

Cc:

Bcc:

Subject: RE: Your query

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

Twitter @LINGSCARS



Dear Matt,

Thanks so much for your email.

But what you don't understand is that

- a) I was innocent and I am sure the ASA is not vindictive.
- b) I now have thousands and thousands of people visiting my website and looking for the DeLorean deal.

Clearly, this is not helping either the ASA or LINGsCARS, as what am I supposed to do with thousands of new web-visitors every day? My website is flooded. I simply can't cope answering all the comments from people who are looking for the DeLorean deal.

Plus the press are hounding me, I am lucky there isn't a group of photographers parked outside my office door.

So, is there any way you can put a remark on the Judgement page asking people \*NOT\* to visit my website, LINGsCARS??

That would be a very easy solution to this massive influx of visitors I am having to cope with.

I really appreciate your help in this matter. Thanks in advance.

Regards,

Ling

RE: Your query - Message (HTML)

Reply Reply to All Forward Print Reply Forward X Undo Redo A+ A- Print

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From: Matthew Wilson [mattw@ASA.Org.UK]

Sent: Thu 11/04/2013 12:44

To: Ling Valentine

Cc:

Subject: RE: Your query

Dear Ling

I understand that your ad was found in breach of the Advertising Code for being misleading.

We can't help you with your request.

Regards

Matt

**Matt Wilson**

**Press Officer**

Direct line 020 7492 2122

Advertising Standards Authority

Mid City Place, 71 High Holborn

London WC1V 6QT

Telephone 020 7492 2222

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**Legal, decent, honest and truthful**

This message will be sent via Microsoft Exchange Server.

To...

Cc...

Bcc...

Subject:

**LINGs CARS.com**  
 The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
 Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

Twitter @LINGsCARS

Lingx

Lucy,

Matt Wilson says he can't help with my query.

Could you please address this issue and make the small change to your website, asking visitors \*NOT\* to visit LINGsCARS? Please.

====

**What I asked Matt:**

**I now have thousands and thousands of people visiting my website and looking for the DeLorean deal.**

Clearly, this is not helping either the ASA or LINGsCARS, as what am I supposed to do with thousands of new web-visitors every day? My website is flooded. I simply can't cope answering all the comments from people who are looking for the DeLorean deal.

Plus the press are hounding me, I am lucky there isn't a group of photographers parked outside my office door.

**So, is there any way you can put a remark on the Judgement page asking people \*NOT\* to visit my website, LINGsCARS??**

That would be a very easy solution to this massive influx of visitors I am having to cope with.

I really appreciate your help in this matter. Thanks in advance.

====

Thanks so much, Lucy.

Regards,

Ling

Fire up the QUATTRO! ...It's time to change cars!

HONESTJOHN.CO.UK Highly Approved Trader

BT National I.T. & Communication WINNER 2009

NatWest Women's Awards

commended as BEST non-franchised WEBSITE 2007

commended as BEST non-franchised 2008

NORTH EAST ENTREPRENEUR OF THE YEAR Winner of the Woman in Retail Award. LING VALENTINE

BBC TWO DRAGON DEN



This message will be sent via Microsoft Exchange Server.

To: Lucy Crowe <LucyC@ASA.Org.UK>

Cc:

Bcc:

Subject: RE: Your query

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
 Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

[twitter](#) @LINGSCARS



Lucy,

OK, thanks.

Can I refer all press comment requests to Matt, then?

There's hundreds of them emailing me, like Zulus.

Regards,  
 Ling

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Arial 10 [Icons]

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To: Lucy Crowe <LucyC@ASA.Org.UK>;

Cc: Matthew Wilson <mattw@ASA.Org.UK>;

Bcc:

Subject: Another Press attack on LINGsCARS

# LINGs CARS.com

The UK's favourite car leasing website

Ling World Headquarters, Vance Business Park, Gateshead, NE11 9NE  
Tel 0191 460 9444 Fax 0870 486 1130 sales@lingscars.com

twitter @LINGsCARS



Lucy and Matt,

Look, another publication has just attacked me. Just now.

They are also directly quoting Lucy, so I would suggest the ASA is feeding them this information.

<http://cardealermagazine.co.uk/publish/lingscars-com-targeted-by-asa-over-delorean-advert/73544>

I really need something done about the massive press interest your ruling is causing.

Can't the ASA just downplay this a little bit?

Regards,

Ling



# LINGs CARS.com



The UK's favourite car leasing website!

RE: Another Press attack on LINGsCARS - Message (HTML)

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Follow up

From: Matthew Wilson [mattw@ASA.Org.UK]

Sent: Thu 11/04/2013 14:56

To: Ling Valentine

Cc: Lucy Crowe

Subject: RE: Another Press attack on LINGsCARS

Dear Ling

I refer you to my previous email in which I outline how our published rulings are picked up by media.

No leaks of correspondence came from the ASA.

We cannot help out with your request.

To that end, as the investigation has now closed and this matter has been passed to our colleagues in Compliance, Lucy and I will not be entering into further correspondence with you.

You will be contacted in due course by a member of our Compliance team.

Regards

Matt

**Matt Wilson**

**Press Officer**

Direct line 020 7492 2122

Advertising Standards Authority

Mid City Place, 71 High Holborn

London WC1V 6QT

Telephone 020 7492 2222

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