

Advertising Policy for Licensed Vehicles

Any licensed vehicle advertisements must:

- be designed to be affixed to those parts of the vehicle permitted by the relevant licence conditions/specifications for the time-being in force
- advertise a product, place, service or event
- not promote alcoholic drinks, smoking or tobacco products, or gambling
- not contain material that may be considered offensive as determined by the relevant Service Director
- not make disparaging or critical comments or statements about any individual, group, company or organisation
- not promote or support discrimination against any individual or group
- conform with the requirements of the Advertising Standards Agency, as applicable.

