

Harmless fun or a cheap jibe?

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Funny or bad taste? Fiat's Wycombe advert has provoked varied reactions

WYCOMBE Wanderers have refused to comment on the Fiat Commercial Vehicles advert which pokes fun at the club's relegation and depicts manager Tony Adams as a donkey.

The Blues won't comment on the advert which took up almost half of a page in Monday's Sun newspaper because they don't want to give the company any more publicity.

But privately the Blues and some of their fans are seething.

The advert, pictured above, shows a van being driven by a donkey driving downhill in the direction of Division Three alongside slogans such as Cabriolet, roof also goes down, and 510 kilo payload to let 73 goals in.

But Fiat have stood by the advert, saying it is a bit of harmless fun aimed at football clubs in general and not just Wycombe.

Fiat spokesman Paul Godden

said: "You need to be aware of the entire campaign and not look at Wycombe in isolation.

"It is a campaign we've been running since the start of the season featuring 38 clubs so far.

"We've featured Premiership sides, several Nationwide League sides and some international teams.

"It is an attempt to demonstrate that we are a motor manufacturing company, we make vans but apart from making and selling vans we do understand our customers and many of them are football fans who read The Sun and who will understand the humour.

"It's not personal to any team. We are just picking on teams that are in the news and Wycombe are in the news because they have just gone down.

"Next Monday we will be featuring Arsenal."