



CASE REPORT

1. Complaint reference number	88/04
2. Advertiser	Lance Dixon Ferrari
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which displays in large bold text “No Asian Imports.” The advertisement further states (amongst other things) that Lance Dixon only sells Australian delivered and authorised vehicles.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“The ad says No Asian Imports in big bold letters which is offensive because it tries to make people think everything Asian is somewhat inferior and supports the idea that Asian products are bad. This supports the stereotype of Asian people as less sophisticated than Europeans descents.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“We feel it is very important to protect our market from these inferior imported vehicles; many prospective buyers would not be aware of the origin of the product and the substantial problems we have had with non-Australian delivered vehicles, ranging from safety and conversion issues to difficulty in obtaining insurance and extremely poor re-sale value.”

“Our ad explains these concerns and in no way was meant to offend any person or denigrate the Asian race.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that the explanation provided by the advertiser for the use of the phrase complained about to be a legitimate one and one which did not discriminate on the basis of race or otherwise.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (race)/vilification. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.