



CASE REPORT

1. Complaint reference number	100/99
2. Advertiser	Mitsubishi Motors Aust Ltd (Magna)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a man driving a Mitsubishi (Magna). A woman is asleep in the Magna's passenger seat. A red sports car overtakes the Magna and as it does so its driver, a blonde woman, winks and waves at the Magna driver who smiles back happily. The sports car then accelerates and drives on. A male voiceover says, 'The Magna Sports is the only Australian built car with a gearbox that allows you to change from automatic to sports mode for rapid acceleration...' The Magna is shown accelerating and then drawing level with the sports car. The Magna driver appears to be making kissing gestures to the woman in the sports car. Suddenly, a bald headed man wearing a black leather jacket, who until that moment had not been visible because he was reclining, sits up in the passenger seat of the sports car and looks directly at the Magna driver. The Magna driver looks intimidated as the voiceover continues, '...and rapid deceleration...' The woman in the Magna's passenger seat wakes up and says to the man, 'Everything alright darling?...'

THE COMPLAINT

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

'(The ad seems to say that flirtation and even eventual infidelity is quite okay... The producer or public who are in favour of filth contained within the various forms of media feel they can justify acceptance of immoral garbage by simply always putting forward that weak comment – where's your sense of humour mate.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement's portrayal of the characters concerned did not breach the Code and would not offend prevailing community standards and views. The Board dismissed the complaint. Board members noted the obvious contextual humour in the advertisement.