



CASE REPORT

1. Complaint reference number	131/03
2. Advertiser	Toyota Motor Corp Aust Ltd (Toyota Hilux V6)
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, 13 May 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a building site scene, with one lunching worker commending the merits of a nearby HiLux V6 to the other who asks: “Mate, what do you want with all that power?” Imaginary scenes appear as the vehicle owner says: “Well, imagine if you came across a huge tanker balancing precariously over a cliff...carrying 30,000 litres of petrol...no, beer. Well, with the power of the V6 you’d be able to haul that truck to safety, no worries. And the truckie, well he...err...she would be forever in your debt.” The imagined male truckie transforms into an attractive female truck driver before the scene returns to the two workers on the building site, the one who has been listening saying: “Yeah, good point.” The advertisement ends with a voiceover saying: “more than enough power” and a superimposed caption reading: ‘New Unbreakable HiLux V6 4x4’ before the driver jumps into the air in time to the ‘Oh What A Feeling’ sting.

THE COMPLAINT

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

“...two males talk about the vehicle and fantasise about rescuing a tanker filled with beer from going over a cliff, and the grateful driver would be of course a scantily dressed female. Buy this vehicle and this will happen to you.”

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 accepted the advertiser’s contention that the advertisement clearly indicated a fantasy sequence, that did not constitute a contravention of the Code provisions relating to the portrayal of sex, sexuality and/or nudity.

Finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.