



CASE REPORT

1. Complaint reference number	137/03
2. Advertiser	Volkswagon Group Australia Pty Ltd
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 music-backed television advertisement opens on a nighttime hilltop scene in which two older style ‘beetle’ cars are parked side by side. One of the vehicles is maneuvered to climb on top of the other before full-screen graphics read: ‘Born out of Love,’ and ‘New Beetle. Drive away from \$29,700,’ with subsidiary text providing details of the offer. The advertisement ends on the advertiser’s logo and contact details.

THE COMPLAINT

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

“This ad I found offensive and sexist in nature and in my opinion should not be shown on television that can be viewed by any age group.”

“This advertisement depicts two cars engaging in sexual intercourse...It is unacceptable that this advertisement should be screened during the day and the early evening.”

“Two cars simulating sex.”

“I find this inappropriate—it shows two VW’s making love...”

“I thought it was in bad taste...”

“Why does sex have to come into our homes in this way?”

“...distasteful and suggestive.”

“I think this ad is inappropriate for advertising cars and I am sure that there are other more informative ways of advertising cars without the need for one car to be on top of the other.”

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 this advertisement did not breach the Code in relation to the portrayal of sex, sexuality and/or nudity.

On the Board’s further determination that the material did not breach any area of the Code, the complaint was dismissed.