



## **CASE REPORT**

1. Complaint reference number	148/99
2. Advertiser	Kawasaki Motors Pty Ltd
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows a man and woman coming out of a caravan in an apparent desert landscape, both stretching as if having just awoken. The man is wearing white underpants and the woman a black bra and underpants. They are shown picking up their trousers from the ground, shaking the dust off them and then putting them on. The woman is also shown in close up closing the zipper of her jacket. The man is then seen getting on to a motor cycle.

The scene changes to a shot taken looking through the woman's legs showing a roadway upon which a motor cycle is seen approaching. The words 'The real reason God created a gap in your legs' are superimposed upon the screen. The advertisement concludes with a scene of the motor cycle driving away, the woman now riding on the back, superimposed upon which are the words 'Kawasaki – Let the good times roll'.

## **THE COMPLAINT**

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

*"This television advertisement offends me, both as a female and also as a Christian ... due to the sexual innuendo it implies and I also feel it is also sending the wrong message about God and what he is all about."*

## **THE DETERMINATION**

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

The Board determined that neither the portrayal of the couple nor the expressions used within the advertisement constituted discrimination or vilification. The Board also determined that the advertisement did not breach the Code in its treatment of sex, sexuality or nudity, or on any other ground. The Board, accordingly, dismissed the complaint.