



## **CASE REPORT**

1. Complaint reference number	202/03
2. Advertiser	KIA Automotive Australia (Sportivo)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	FCAI - Other
6. Date of determination	Tuesday, 8 July 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features international tennis celebrity André Agassi driving a Kia Sorento in various locations, with overlaid vision of his tennis successes accompanied by an announcer's voiceover stating: "A grand slam in the UK ." "A grand slam in France ," and "A grand slam in Australia ." After the vehicle is indicated to be driven past a signing reading 'Road Ends', it is portrayed airborne crossing a ravine as the voiceover continues: "The new fully equipped Sorento 4WD. At just \$37,950 it's another grand slam, brought to you by Kia." The advertisement ends on a view of a Kia key in the palm of a hand, with superimposed text reading: 'Start Something.' Subsidiary text advises Kia to be a major sponsor of the Australian Open, together with a disclaimer reading: 'Recommended retail price, automatic. Excludes dealer and government charges. Metallic and mica paint extra.'

## **THE COMPLAINT**

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

*"Speed and power is all we see! This is killing our young people and I'd like to see my grand children alive!"*

## **THE DETERMINATION**

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches the Federal Chamber of Automotive Industries Voluntary Code of Practice ['the FCAI Code'].

The Board determined that the advertisement did not breach the Code after noting the advertiser's submission that, as the 'road ends' sign indicated the vehicle to be off road, it was not breaking any road laws by jumping the ravine.

It dismissed the complaint, further noted that the scene was clearly fantasy, acknowledging the advertiser's advice that normal vehicles without stunt aids 'would simply be unable to even become airborne.'