



CASE REPORT

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| 1. Complaint reference number | 226/01 |
| 2. Advertiser | LPG Auto Power |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 September 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed FREE LPG CONVERSION? and includes a cartoon-style drawing of a large-breasted, short-skirted, bare-footed woman filling a car with fuel over a secondary heading reading NO UP-FRONT CHARGES. The advertisement includes price indicators for unleaded petrol at “97.9” and LPG at “36.9” and otherwise details the LPG conversion service and contact details of LPG Auto Power.

THE COMPLAINT

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

“What a mini-skirted, over-endowed woman in a soft porn pose has to do with gas fuelled vehicles is beyond me. While the ad would still be sexist if it were for ‘adult’ products or lingerie or even pornography, I can almost understand the connection, but for a fuel?”

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 found no grounds for the advertisement to be determined in contravention of the Code in relation to the portrayal of sex/sexuality/nudity or discrimination/vilification. Finding no breach of any other provisions of the Code, the Board dismissed the complaint.