



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 227/03 |
| 2. Advertiser | Mitsubishi Motots Australia Ltd (Lancer) |
| 3. Product | Vehicles |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 8 July 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a composite photograph of a young woman and design elements of the Mitsubishi Lancer positioned in the manner of the bodice of a low-cut dress. An accompanying caption reads: 'Lancer Looks Good On You.' Subsidiary text reads: 'Too flirty? Never. This is power dressing. Mitsubishi's new larger Lancer has two big litres up front. With four models in the range, get along to your local Dealer and see which Lancer suits you, madam.' The advertisement includes the advertiser's logo and a tagline reading: 'Spirited Cars for Spirited People.'

THE COMPLAINT

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

"The image uses the semi-decapitated head and breasts of a woman to represent the front headlights of the vehicle...The further spiel below the image, which refers to the vehicle's 'two big litres up front,' is puerile and has all the subtlety of a Benny Hill joke.."

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 the material did not constitute discrimination and/or vilification as represented in the Code, and that it did not contravene the Code on any other grounds.

Accordingly, the Board dismissed the complaint.