



## **CASE REPORT**

1. Complaint reference number	258/02
2. Advertiser	KIA Automotive Australia (Pregio)
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Race – section 2.1
6. Date of determination	Tuesday, 12 November 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement incorporates an image of a Kia van with a sign that reads: ‘New to the Country. Will Work Hard for Less.’ Below this, text details some of the vehicle’s features. In larger print the words: ‘THE NEW PREGIO DIESEL FOR ONLY \$22,500’ appears together with the advertiser’s logo.

## **THE COMPLAINT**

Comments which the complainant/s made regarding these advertisements included the following:

*“...I find this advertisement to be rather offensive as it seemed to be portraying*

*Australia as a country that expects all non-Australian born members of the workforce to work harder and settle for less money...Put basically the sentiment in this advertisement is unacceptable, is in bad taste and reflects poorly on the Australian culture in general...”*

## **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 within the advertisement did not constitute discrimination or vilification and that it did not breach the Code on any other grounds.

Accordingly, the complaint was dismissed.