



CASE REPORT

1. Complaint reference number	272/99
2. Advertiser	KIA Australia Pty Ltd (Sportage)
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a woman driving a KIA Sportage arriving at a supermarket car park next to a sign reading ‘Sorry, car park full’. As she notices a van pulling out of a parking space ahead, another woman pulls alongside in a larger 4WD vehicle. The second woman looks down condescendingly at the woman driving the KIA and then accelerates towards the now empty space. The woman driving the KIA turns off the road, driving across an apparent construction site, before coming back onto the road as both vehicles race at speed towards the parking space. In the process, the second woman drives into a shopping trolley, causing it to crash into the side of the KIA which again leaves the road and, after jumping over a drain, arrives at the parking space first. At one point in the depiction of these events, the words ‘Filmed under controlled conditions’ appear in small print at the base of the screen. The advertisement concludes with a voiceover saying ‘The new 1999 KIA Sportage 4WD, from \$23,990 with air. Well built, well tested, well priced’.

THE COMPLAINT

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

“... highly irresponsible in that it displays patently unsafe driving while implicitly glamorising behaviour popularly referred to as ‘road rage’.”

“It tends to reinforce the image that four wheel drives can be used in urban situations to intimidate other road users.”

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 the advertisement did not contain material that contravened prevailing community standards on safety. It was noted that the ‘race’ between the two women was presented in an exaggerated manner and could not reasonably be regarded as depicting a realistic situation. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.