



CASE REPORT

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| 1. Complaint reference number | 288/00 |
| 2. Advertiser | Hotline Recycled Auto Parts |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 17 October 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement consists of women holding motor vehicle parts talking to camera. One says, 'I've got an alternator for my '86 Falcon', and is joined by another who says, 'Yeah? I've got a drive shaft for my V8 Commodore'. A third woman says, 'So? I've got headlights for my Toyota Corolla'. The first two say, in a deprecatory way, 'Oh, like wow'. The women continue to hold up motor vehicle parts/merchandise and a telephone directory while a voiceover says, 'It doesn't matter what car part you want, you'll find it quick and easy. Call 1300 65 2345. Hotline Recycled Auto Parts. Find us at the back of the A-K Yellow Pages.' 'How about a super mag, for next to nothing?' asks the third woman, lifting a foot onto a pile of tyres. The first two women again say, this time enthusiastically, 'Like wow'. The trio poses with their original vehicle parts while the voiceover continues: 'Why buy new? All parts guaranteed. Hotline Recycled Auto Parts. Call 1300 65 2345.'

THE COMPLAINT

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

'Parents work hard to give children a balanced view of the world where men and women are valued. There is no escaping the use of sex to sell things but please, not the children.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.