



CASE REPORT

1. Complaint reference number	330/02
2. Advertiser	Peugeot Automobiles Australia
3. Product	Vehicles
4. Type of advertisement	Cinema
5. Nature of complaint	Discrimination or vilification Race – section 2.1
6. Date of determination	Tuesday, 11 February 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a young man in India who attempts to crash and remodel his car, apparently in the hope that it will turn into a Peugeot 206. Eventually, he is shown proudly driving his car because he thinks he has successfully remodeled it. The final scene displays an image of the vehicle, the advertiser's logo, price information and text reading: 'engineered to be enjoyed.'

THE COMPLAINT

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

"...I find it unacceptable as it is deeply condescending to people of Asia and other developing countries...I find this ad insulting ..."

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 that the advertisement contained clear humour and did not breach the Code in relation to the grounds of vilification or discrimination.

Further finding that no other provisions of the Code were contravened, the Board dismissed the complaint.