



CASE REPORT

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| 1. Complaint reference number | 374/05 |
| 2. Advertiser | Mike Carney Toyota (Nobody's used cars) |
| 3. Product | Vehicles |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a young woman in a pink dress moaning ecstatically. A young salesman is seen watching and listening and as he approaches the girl she is seen to be sitting in a car displayed in a used car showroom. She exits the car and says to the young man “That was great. I’ll take it”

THE COMPLAINT

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

This type of overtly sexual ad, where it is plainly obvious that this woman is having an orgasm, is unnecessary and utterly degrading to women

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

...enclosed (is) a copy of the approval consent number...which carries a PG rating on which I based my decision to proceed with this advertisement

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board believed that this advertisement was attempting to mimic a well known scene from a movie. The Board did not believe that the advertisement in any way realistically, or close to realistically, portrayed sexual activity and did not consider that the advertisement was degrading to women.

The Board did not consider that the advertisement breached the Code in relation to the portrayal of sex or in relation to vilification of women. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.