ADVERTISING STANDARDS BUREAU

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CASE REPORT

1.	Complaint reference number	57/02
2.	Advertiser	Lexus Australia (SC430)
3.	Product	Vehicles
4.	Type of advertisement	TV
5.	Nature of complaint	Discrimination or vilification Other – section 2.1
6.	Date of determination	Tuesday, 12 March 2002
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on an interview with a tall, elegantly attractive woman, intercut with scenes of her and a shorter, older man evidently preparing for an outing from a beautiful home. She says: "He's witty, charming, smart, really smart, knows a lot about music and art, incredibly kind and generous, adventurous, sensitive, and sexy, just the man of my dreams, I suppose". At this point a superimposed caption reads: 'She's lying'. The scene then changes to show a Lexus convertible being driven away from the home, followed by a full-screen caption reading: 'The new Lexus SC430. The relentless pursuit of perfection.'

THE COMPLAINT

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

> *"The ad was blatantly suggesting that the only people who would own a Lexus are middle age men who seek to date attractive young women and have nothing else to offer. It showed the young girl talking about her new boyfriend in glowing terms and then called her a liar at the end, making it quite clear that young attractive women only date older, overweight men because they're money-hungry and want to be seen in the cars. I can't begin to describe how offended I was by this commercial."*

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 considered the advertisement to contain humour, and determined that it did not constitute discrimination and/or vilification as represented in the Code.

It further determined that, under prevailing community standards, the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.