



CASE REPORT

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| 1. Complaint reference number | 68/00 |
| 2. Advertiser | Central West Automotive |
| 3. Product | Vehicles |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print newspaper advertisement features a number of photographs of various motor vehicles for sale. In the centre of the page is a photograph of a reclining woman, cut off at the waist, wearing black high-heeled shoes and a black mini skirt. The word ‘Easy’ is superimposed above the image.

THE COMPLAINT

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

“As a female, who also happens to negotiate for, and purchase the family vehicles, I find this advertisement offensive and totally inappropriate. ... I cannot however, close my eyes to the picture used in this particular ad or the innuendo that is there.”

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