



CASE REPORT

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| 1. Complaint reference number | 73/00 |
| 2. Advertiser | Mitsubishi Motors Aust Ltd (Magna) |
| 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 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a man and a woman in bed, the woman saying ‘Darling, it doesn’t matter. You’re probably just tired’. The man says ‘I can’t believe it’ as he gets out of bed, picks up his car keys and walks out the door. He is then seen driving his car, apparently becoming exhilarated by its performance, as the words ‘Magna Sports V6 – The ride of your life’ are superimposed on the screen. In the final scene, the man returns to the house, yells out ‘Cathy!’ as the woman, lying in bed reading a book, looks up with a smile.

THE COMPLAINT

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

“I believe that this ad is offensive. Perhaps the company was aiming towards wit, however the end result is really quite pitiful and in very bad taste.”

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 couple 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.