



CASE REPORT

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| 1. Complaint reference number | 84/03 |
| 2. Advertiser | Hankook Tyres |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a car parked on a lonely beach road, with the sounds of the surf and a car radio mixing with those of the rhythmic squeaking of a car's suspension. As the view focuses on a Hankook Silica Tyre, the car's suspension is seen moving up and down at an increasing rate. As the view dissolves to a Hankook tyre logo, a voiceover states: "Introducing new high performance Hankook Silica Tyres. Creating the right chemistry between you and the road."

THE COMPLAINT

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

"It depicted graphic sexual innuendo, and entirely unsuitable for children"

"...sexual overtone..."

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 determined that the material did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

It further determined that the content of this advertisement did not breach the Code on any grounds and consequently dismissed the complaint.