



The Advertising Standards Authority Limited
2 Torrington Place London WC1E 7HW Telephone 020 7580 5555 Fax 020 7631 3051
Internet <http://www.asa.org.uk>

Mr D Tanner
Kit Car Magazine
11 Meadow Close
Hove
Sussex
BN3 6QQ

Please Quote: B03-01312/DT/CLA

26 February 2003

Dear Mr Tanner

WHICH KIT

Thank you for your letter of 7 February.

We have considered your complaint and have taken up the matter with the advertisers.

We have requested the advertisers written assurance that the word "all" will be deleted from the claim "all the serious fake snakes".

We intend to deal with this matter on an informal basis and will close our file once we have received the advertisers' assurance to change their advertising. In these circumstances you will not hear from us further, but the advertisers' name, the industry sector and the medium in which the advertisement appeared may then be published on the ASA's website (www.asa.org.uk). If, however, the advertisers' co-operation is not forthcoming, we may pursue this matter further and we will write to you if this is necessary.

Thank you for taking the time and trouble to write to us and for bringing this matter to our attention.

Yours sincerely

Damon Threadgold
Investigations Executive