



**Canadian Police Association
Association canadienne des policiers**

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January 23, 2007

Mr. Jay Chung, President
Kia Canada Inc.
180 Foster Crescent
Mississauga, Ontario
L5R 4J5

Dear Sir:

I am writing on behalf of the 175 members associations and 54,700 front line police members of the Canadian Police Association; Men and women who work hard to uphold the standards of policing, and make a difference in their communities. We are writing to support the concerns that have been raised by several of our members and member associations, regarding Kia Canada's recent advertisements.

As you know, the advertisement in question portrays a female police officer engaged in inappropriate conduct while on duty. This portrayal is sexist, degrading, offensive and insulting to women and police officers. We ask you to simply consider the imagery if the officer was male, and the driver of the Kia was female. We doubt that Kia would consider using such an advertisement. Why then would it be acceptable for your campaign to degrade a female police officer in this manner?

For more than 25 years Canadian police services have been actively promoting policing as a viable and respected career for women. Women who have answered this calling have worked tirelessly to earn the respect of their peers and the public, and to overcome many traditional stereotypes. Your representatives have indicated that Kia seeks to use humour to reach Canadian consumers. Regrettably, in this instance, the humour is in bad taste and disparages the role of women in traditionally male dominated professions, such as policing.

As Canadians we are proud to live in a society which promotes equality and dignity for all our citizens, and respects the contribution women make to our communities. The Kia advertisement is inconsistent with these values, and we therefore urge you, on behalf of all of our members, to take immediate steps to cancel these advertisements.

Sincerely

Tony Cannavino
President