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AION Auto UK secures Motor Ombudsman New Car Code accreditation as manufacturer builds UK presence

Published: August 25, 2026

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Online version:

<https://www.wheels-alive.co.uk/aion-auto-uk-secures-motor-ombudsman-new-car-code-accreditation-as-manufacturer-builds-uk-presence/>



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The Motor Ombudsman tells us:

Electrified vehicle manufacturer AION Auto UK has gained accreditation to The Motor

Ombudsman's New Car Code as it grows its UK presence

- **Adhering to the Code underlines the marque's commitment to customers to delivering high**

standards of service in the supply of new models and administration of the manufacturer's



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warranty

- **The New Car Code covers the majority (98%) of new cars sold on forecourts across the nation**

- **As part of the many benefits of accreditation, AION Auto UK can signpost customers to The**

Motor Ombudsman's free-of-charge impartial, automotive sector-specific Alternative Dispute

Resolution (ADR) service in the event of an impasse, should a complaint arise

London, 25 August 2026 The Motor Ombudsman has expanded the portfolio of vehicle manufacturers

accredited to its Motor Industry Code of Practice for New Cars, with the addition of AION Auto UK. As the

electrified brand continues its journey in this country, adhering to the New Car Code underlines the

marque's commitment to delivering high standards in the supply of vehicles – starting with the AION V,

and the administration and management of its standard eight-year warranty.

By signing up to the comprehensive Chartered Trading Standards Institute (CTSI)-approved New Car

Code, which covers around 98% of all new cars sold across the UK, AION Auto UK is reaffirming to



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customers that they can expect honest and accurate advertising, the availability of replacement parts for

repairs and warranty documents written in clear and straightforward language, as well as established

customer handling procedures. In the event of an issue, the Code also helps ensure that customers have

a transparent route to raise concerns and seek a resolution.

As part of the many benefits that accreditation brings, the carmaker is able to signpost vehicle owners to

The Motor Ombudsman's in-house and impartial, automotive sector-specific Alternative Dispute

Resolution (ADR) service should a complaint not be resolved in the first instance. The Ombudsman is

then able to offer independent and impartial assistance to help conclude disputes swiftly and fairly, at no

cost to AION Auto UK customers.

Adhering to guidelines laid down by the New Car Code also gives AION Auto UK full use of The Motor

Ombudsman and Chartered Trading Standards Institute (CTSI) Approved Code logos on customer-facing

literature and online assets, as well as the opportunity to participate in exclusive webinars,



industry

meetings, and training courses. As the brand develops its UK footprint, AION Auto UK will also benefit

from additional visibility through The Motor Ombudsman's website and wider communications, including

the annual Star Awards, where members of staff can be recognised by customers and colleagues for

delivering outstanding service.

Sureyya Cansoy, Director of Business Services and Engagement at The Motor Ombudsman, said: "We

are delighted to welcome AION Auto UK to our expanding portfolio of brands signed up to our New Car

Code, offering even greater coverage for consumers. As manufacturers establish and grow their presence

in the UK, accreditation provides consumers with added confidence that a business is committed to

upholding high standards of service and best practice throughout the new-car purchase and ownership

journey."

Jon Wakefield, Managing Director at AION Auto UK, said: "We are proud to have gained accreditation to



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The Motor Ombudsman's highly respected New Car Code. This reinforces our commitment to a

transparent customer journey with consistently high standards of service. Just as importantly, adhering to

the Code gives our customers the all-important added reassurance that there is a clear, independent route

to support and resolution should an issue ever arise.

Jon added: "We look forward to working closely with The Motor Ombudsman and building on their

expertise to make sure that we are consistently following industry best practice as we continue to build our

presence in the UK."



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For more information on The Motor Ombudsman's Motor Industry Code of Practice for New Cars, please

visit www.TheMotorOmbudsman.org/consumers/our-codes-o