As ’75’ registrations take to the road, The Motor Ombudsman registers BYD UK in New Car Code portfolio

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BYD Sealion.

The Motor Ombudsman tells us:

(All words and photographs from The Motor Ombudsman).

• The Motor Ombudsman has welcomed BYD UK, the country's fastest-growing car brand, to its

Motor Industry Code of Practice for New Cars

• Meeting stringent criteria to achieve accreditation to the established and comprehensive Code,

reinforces BYD UK's drive to deliver the highest level of service and work in its supply of new

cars and warranties to motorists

• Accreditation to the New Car Code offers a suite of benefits for vehicle manufacturers, namely

unlimited access to the body's independent and impartial in-house and automotive-specific

Alternative Dispute Resolution (ADR) service, the Ombudsman's Business Information Line, as

well as access to industry roundtables and bespoke training opportunities

London, 08 September 2025 The Motor Ombudsman is pleased to welcome BYD UK to its Chartered

Trading Standards Institute (CTSI)-approved Motor Industry Code of Practice for New Cars. The UK's

fastest-growing car brand joins the expanding portfolio of vehicle manufacturers accredited to the long-

established Code, as the country sees the arrival of the new ’75’ registration.

BYD UK is one of the latest marques to join the New Car Code, which has recently been updated in line

with technological developments and the evolution of the automotive sector. Accreditation to The long-

established and highly-respected Chartered Trading Standards Institute (CTSI)-approved New Car Code,

sees vehicle manufacturers abiding by a series of guidelines, encompassing areas, spanning warranties

to parts supply which, in turn, combine to form a carmaker’s underlying commitment to driving even higher

standards in the supply of new vehicles and warranties to customers, beyond those stipulated by law.

Amongst the many different responsibilities outlined by the Code, businesses, for example, adhere to the

use of honest and accurate advertising, and make a promise to, employ the use of clear and easy-to-

understand messaging in customer documentation and promotional material, to present warranty

agreements in plain and easy-to-understand English with any exclusions clearly highlighted, and to ensure

that spare parts are made available for repairs from the time a new model is launched. Car manufacturers

equally pledge to take effective action to ensure that consumers receive a fair and swift response should

an element of their purchase or ownership experience not be to their full satisfaction.

Accreditation to the New Car Code offers a suite of benefits for vehicle manufacturers in the UK, most

notably, access to The Motor Ombudsman's in-house and automotive specific Alternative Dispute

Resolution (ADR) service, where the body's experts help conclude unresolved customer complaints in a

fair, independent and impartial setting – all at no charge to consumers. Manufacturers equally have

access to the Ombudsman's dedicated Information Line for businesses, for ad hoc guidance and

information on maximising the opportunities that come with being signed up to a Code of Practice.

The New Car Code grants BYD UK staff members the opportunity to attend events and webinars hosted

by The Motor Ombudsman, and the option to enroll staff in bespoke training programmes delivered by

members of the body’s expanding dispute resolution team. Exclusive motor industry roundtables, which

bring together representatives from across Motor Ombudsman-accredited businesses for key learnings

and open forums on some of the notable trends impacting the automotive sector, and best practice in

dispute resolution, also form part of the extensive accreditation package.

Furthermore, over the coming weeks, until mid-October, vehicle owners will be eligible to nominate BYD

UK and individual staff members working at its head office in Uxbridge, Middlesex, for The Motor

Ombudsman’s 2025 Customer Service Award for vehicle manufacturers

(TheMotorOmbudsman.org/Awards). The yearly accolade allows consumers to recognise Motor

Ombudsman-accredited manufacturers that have gone above and beyond when supporting them with a

query related to the vehicle itself or the brand’s six-year warranty.

As an accredited brand, BYD UK has the privilege of displaying the widely recognised Motor Ombudsman

and Approved Code logos, whilst the business also gains added exposure via a bespoke profile on The

Motor Ombudsman's newly re-launched website (TheMotorOmbudsman.org), which receives hundreds of

thousands of visitors every year, and now offers greater accessibility and ease of navigation, amongst

other features.

Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: "We are very

pleased to welcome BYD UK to our New Car Code. Meeting our stringent criteria and gaining

accreditation to our recently refreshed New Car Code underlines BYD's desire to 'do the right thing' by

their customers, and to go far beyond their legal obligations by truly exceling in their drive for the highest

standards of service and work delivered to motorists."

Bill added: "BYD UK is a highly valued addition to our Code of Practice, and we look forward to sharing

our expertise with teams across their organisation, as the manufacturer continues to build its model range

and presence in the UK automotive sector."

Bono Ge, Country Manager at BYD UK, explained: "As a relative newcomer to the UK market,

accreditation to The Motor Ombudsman’s New Car Code is an important ‘kitemark’ of quality and trust that

gives consumers the all-important reassurance and peace of mind that they are buying into a reputable

customer and product experience that puts them at the very heart of our journey with us.”

Bono added: “We are ultimately looking to build loyal and long-term relationships with our customers,

many of whom will be first-time BYD owners. Being aligned with The Motor Ombudsman’s core values of

best practice, and having this highly respected authority alongside our team as a resource to call on, will

prove invaluable.”



BYD Dolpin.

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

www.TheMotorOmbudsman.org/consumers/our-codes-of-practice/new-car-code.