



## CHERY UK accredited to The Motor Ombudsman's New Car Code

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The Motor Ombudsman adds CHERY UK to its growing New Car Code portfolio.

The Motor Ombudsman tells us:



*(All words and photographs from The Motor Ombudsman).*

- The comprehensive and long-standing Code covers best practice guidelines for carmakers in relation to the supply of new vehicles and associated warranty products and services to consumers
- CHERY UK's accreditation to the Code brings a host of advantages for the business, namely access to an Information Line for tailored expert guidance, and to the Ombudsman's expert, independent and impartial Alternative Dispute Resolution (ADR) service in the event a consumer dispute remains unresolved

London, 03 February 2026 The Motor Ombudsman has made an encouraging start to the year by announcing that CHERY UK has gained accreditation to the long-standing Motor Industry Code of Practice for New Cars. As one of the fastest-growing new entrants to the automotive retail landscape in this country, CHERY UK joins an expanding portfolio of carmakers striving for the very highest standards in the supply of new vehicles and associated warranty products and services to motorists.

Today, the New Car Code covers around 98% of all new passenger vehicles sold across the UK. It has recently been updated to reflect the changing face of the motor industry, technological innovation, and consumer buying behaviour. Comprising over 100 recommended points of action across 10 areas, the Code is the most comprehensive of its kind. Its wide-ranging scope encompasses obligations and best practice requirements for carmakers, such as the use of clear and accurate communications to consumers to help ensure informed purchases and decision-making, terminology that is easy to understand within documentation, such as warranties, a demonstration of in-car systems at the point of handover, and spare parts being made available for repairs during and following the production of models. Vehicle manufacturers equally commit to having effective in-house complaints procedures in place to ensure consumers receive prompt and fair resolutions to any concerns.

Following its recent UK debut, accreditation to the respected Motor Ombudsman Code brings a host of benefits for CHERY UK as a business. First and foremost, as an authority in



its sector, it gives the vehicle manufacturer's head office teams the ability to signpost customers to The Motor Ombudsman's in-house and entirely impartial Alternative Dispute Resolution (ADR) service should a dispute around a new car or associated products and services remain unresolved. An added advantage of pursuing this avenue to resolve complaints is that it costs CHERY UK customers nothing.

Furthermore, as CHERY UK continues to build its market presence, spearheaded by its expanding TIGGO SUV line-up, accreditation to the New Car Code brings valuable added exposure through The Motor Ombudsman's marketing initiatives. The brand has a bespoke profile on The Motor Ombudsman's website ([TheMotorOmbudsman.org](http://TheMotorOmbudsman.org)) - a portal visited by hundreds of thousands of consumers each year, whilst CHERY will also be cast into the spotlight through the body's communications programme and social media activities.

Similarly, accreditation to the New Car Code allows the use of the respected Motor Ombudsman and Approved Code logos on the company's website and customer materials, reinforcing the marque's commitment to exceptional service and giving added peace of mind to customers who are likely new to the CHERY brand.

Lastly, the vehicle manufacturer will have the valuable opportunity to join industry roundtables hosted by The Motor Ombudsman throughout the year and to participate in learning and development sessions on prominent topics, such as legislative updates and key trends affecting the motor industry.

Bill Fennell, Chief Ombudsman and Managing Director at The Motor Ombudsman, said: "We are delighted to welcome CHERY UK as the newest member of our accredited network. Their commitment to upholding the highest standards of quality and customer service aligns perfectly with our values, and we look forward to supporting their continued growth and success within the sector."

Bill added: "It has been a very encouraging start to the year and further cements the New Car Code as the benchmark of standards and best practice for both established vehicle



manufacturers and those selling vehicles in the UK for the first time.”

Farrell Hsu, CHERY UK Country Director, explained: “We are delighted to have gained accreditation to The Motor Ombudsman’s New Car Code – an important affirmation of our drive to both do the very best for our customers, and to deliver an unrivalled brand experience.”

Farrell added: “Being aligned with such a respected industry authority will be an important source of expertise for our organisation, and we are looking forward to working alongside The Motor Ombudsman as we continue our exciting journey in the UK’s dynamic automotive sector.”

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

[www.TheMotorOmbudsman.org/consumers/our-codes-of-practice/new-car-code](http://www.TheMotorOmbudsman.org/consumers/our-codes-of-practice/new-car-code).



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