



Geely Auto UK signs up to The Motor Ombudsman's New Car Code

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Author:

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Geely Auto UK is the latest brand to join The Motor Ombudsman's Motor Industry Code of Practice for New Cars, ahead of the all-electric Geely EX5 SUV going on sale later this month.

The Motor Ombudsman tells us:

(All words and photographs from The Motor Ombudsman).

More than 50 vehicle manufacturers are accredited to the Code, which covers around 98% of all new cars sold across the country

As a new standalone brand in the UK market, adhering to the New Car Code underlines Geely Auto UK's commitment to delivering the very highest standards in the supply of vehicles and warranty products to motorists.



Being signed up to the New Car Code brings several benefits for vehicle manufacturers, namely unlimited access to the Ombudsman's independent and impartial in-house and automotive-specific Alternative Dispute Resolution (ADR) service, an Information Line for tailored and expert guidance, and opportunities to participate in industry roundtables and bespoke training programmes

London, 21 October 2025 The Motor Ombudsman is pleased to announce that Geely Auto UK has gained accreditation to its Chartered Trading Standards Institute (CTSI)-approved Motor Industry Code of Practice for New Cars. The vehicle manufacturer is the latest brand to join the comprehensive and renowned Code that oversees best practice in relation to the supply and management of new vehicles and warranty policies by carmakers, and covers around 98% of all new cars sold across the country.

The Motor Ombudsman's New Car Code, which is today adhered to by more than 50 vehicle manufacturers, encompasses a series of guidelines, spanning 10 different areas, ranging from advertising and warranties, to internal customer complaint procedures and the provision of parts for repairs, where carmakers commit to going above and beyond their legal obligations to deliver the very highest standards of service when interacting with customers.

Amongst the wide array of requirements stipulated by the Code, which was recently evolved in line with technological developments and consumer trends in the automotive sector, businesses for example, must adhere to the use of clear and accurate communications, promotional material, warranty documentation, and terms and conditions, to ensure that they are easy to understand and not open to misinterpretation – especially for consumers who may be considered vulnerable. Car manufacturers equally pledge to offer products, such as service plans, that are in line with customer needs, and to have effective in-house processes so as to ensure that consumers receive a fair and swift response should there be an element of dissatisfaction that needs to be addressed.

Being signed up to The Motor Ombudsman's New Car Code brings several exclusive



benefits, especially for more unfamiliar brands selling vehicles to UK motorists for the first time. These are namely access to The Motor Ombudsman's Business Information Line for expert and tailored guidance relating to best practice and customer care, being able to signpost customers to the Ombudsman's in-house and fully impartial Alternative Dispute Resolution (ADR) service at no cost to consumers should an issue remain unresolved, as well as exclusive opportunities to participate in motor industry roundtables and learning and development programmes.

Valuable exposure from The Motor Ombudsman's marketing initiatives and established online presence delivers another compelling advantage for today's carmakers and new entrants. Vehicle manufacturers signed up to the New Car Code receive a bespoke profile on The Motor Ombudsman's popular website (TheMotorOmbudsman.org), used by hundreds of thousands of visitors every year, whilst also benefiting from inclusion in the body's communications and social media activities.

Another core benefit for Geely Auto UK is the privilege of displaying the widely recognised Motor Ombudsman and Approved Code logos on their website and customer-facing materials - powerful and trusted endorsements of a business striving to do the very best for its customers.

Bill Fennell, Chief Ombudsman and Managing Director at The Motor Ombudsman, said: "We are delighted to welcome Geely Auto UK as a vehicle manufacturer accredited to our New Car Code, as we join the brand at the exciting time of starting their retail journey across the nation.

Providing an exceptional level of customer service is fundamental to forging a strong and trusted reputation in today's competitive automotive landscape. Accreditation to the Code reinforces this desire to create a positive purchase and ownership experience as Geely Auto UK builds a loyal and established customer base and cultivates lasting relationships."

Mike Yang, General Manager at Geely Auto UK, explained: "We are very excited to be launching our first model in the UK and to be formally opening the order books to customers



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in this country. Having an authoritative automotive body, such as The Motor Ombudsman, at our side, reflects our drive for operational excellence, whilst reinforcing our pledge that customers are our most important asset, and where going the extra mile is a core element of the Geely brand philosophy.

“We look forward to working alongside The Motor Ombudsman – an authority in the motor industry, and benefiting from their expertise and the many opportunities offered by accreditation to this highly-respected Code of Practice.”

For more information on The Motor Ombudsman’s Motor Industry Code of Practice for New Cars, and accredited vehicle manufacturers, visit our-codes-of-practice/new-car-code.

