INEOS Automotive joins The Motor Ombudsman’s Code of Practice

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The Motor Ombudsman strengthens its Code of Practice Portfolios with the addition of INEOS Automotive.

The Motor Ombudsman tells us:

(Image and all words from The Motor Ombudsman).

• 4X4 maker INEOS Automotive signs up to The Motor Ombudsman's Motor Industry Code of Practice for New Cars, joining a portfolio of 45 accredited vehicle manufacturers

• Vehicle purchases made by customers directly through the brand's website, are now also covered under The Motor Ombudsman's Vehicle Sales Code

• Adhering to the guidelines laid down by The Motor Ombudsman's Codes of Practice, demonstrates INEOS Automotive's commitment to delivering a positive purchase and ownership experience for customers

• As part of the suite of accreditation benefits, the vehicle manufacturer can signpost customers to The Motor Ombudsman's free-of-charge, in-house automotive dispute resolution service, in the event of an unresolved complaint

London, 09 July 2024: The Motor Ombudsman, the Ombudsman for the automotive sector, is pleased to announce that vehicle manufacturer INEOS Automotive has gained accreditation to its Chartered Trading Standards Institute (CTSI)-approved Motor Industry Codes of Practice for New Cars, and Vehicle Sales.

Through joining the New Car Code, INEOS Automotive becomes part of a portfolio of 45 carmakers in the UK that have so far pledged their adherence to industry best practice, and to going beyond the standards required by law with regards to the provision of new vehicles and new car warranties. Following the New Car Code sees brands committing to delivering a positive purchase and ownership experience for customers through following a series of guidelines. These include ensuring that all vehicles are manufactured to a high standard of quality, and that spare parts are made available once a new model is launched, to allow routine maintenance and repairs to be carried out.

Furthermore, the New Car Code makes reference to the supply and management of manufacturer warranties when consumers make a vehicle purchase. It highlights that warranty terms should be written in plain English and clearly list any exclusions, that accurate advertising will be used at all times, and that swift and cost-effective customer complaints handling procedures will be followed in the event of a dispute.

The 4X4 maker’s accreditation under the Vehicle Sales Code covers consumers configuring and ordering any model from the marque’s expanding Grenadier line-up directly via the INEOS Automotive website – known as a ‘distance sale’. The Vehicle Sales Code showcases, amongst other obligations, that promotions and communications issued to consumers are easily understood and compliant with relevant legislation, and that the terms of a deposit, the ‘on the road’ price, and the scheduled or estimated delivery date, are clearly outlined. In addition, the Vehicle Sales Code equally makes reference to the fact that, if a car is purchased on finance, businesses should provide sufficient information to allow consumers to make a fully guided decision.

The Grenadier was devised by INEOS Chairman Sir Jim Ratcliffe, who identified a gap in the market for a hard-working 4X4 that combined best-in-class off-road capability with modern on-road driving refinement for people who enjoy the experience and adventure of being behind the wheel. Since launch, the 4X4 has been joined by the Quartermaster, a double-cab pick-up variant, and in February 2024, a third vehicle line was revealed – The INEOS Fusilier, offering two powertrain options: A range-extender which uses a small, low emission petrol engine to charge the electric battery when external charging isn't available, alongside an all-electric model.

One of the many benefits of becoming accredited to one or more of The Motor Ombudsman's Codes of Practice is that, should a dispute arise that INEOS Automotive is unable to resolve to a customer's full satisfaction, the vehicle manufacturer is able to refer the customer to The Motor Ombudsman as an automotive-specific and independent third party, to investigate their dispute in a fair and impartial environment, all at no charge to the consumer.

Accreditation also gives INEOS Automotive the privilege of using The Motor Ombudsman and the Chartered Trading Standards Institute (CTSI) Approved Code logos on customer-facing literature and online assets, whilst the brand will receive exclusive invitations to participate in webinars and events on key issues impacting the motor industry, networking meetings and manufacturer forums, and training programmes.

Through being signed up to the New Car Code, vehicle manufacturers, such as INEOS Automotive, may take advantage of amplified brand exposure through The Motor Ombudsman's marketing initiatives. These include the revered annual Customer Service Star Awards, which are now open for 2024, and where the UK headquarters of brands can be nominated by customers for going above and beyond when assisting them in relation to a vehicle purchase or warranty.

Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: "With a reputation for engineering excellence and innovation, we are delighted to welcome INEOS Automotive to our Motor Industry Codes of Practice. They are a valued addition to our accredited business network, and we look forward to sharing our mutual expertise. This comes as part of our overriding goal of continuing to drive standards even higher in the automotive sector, and shaping best practice for the benefit of businesses and consumers."

George Ratcliffe, Commercial Director at INEOS Automotive, added: "Accreditation to The Motor Ombudsman's Codes of Practice underlines our dedication to delivering products and customer service that continually exceed the expectations of today's discerning customers when becoming a new or repeat owner of an INEOS Automotive vehicle. We listened to customers as we built the Grenadier, and want them to know they are our priority throughout the buying and aftersales process."

To view The Motor Ombudsman's Motor Industry Codes of Practice portfolio, visit https://www.themotorombudsman.org/