



## Leapmotor gains accreditation to The Motor Ombudsman's New Car Code

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### Leapmotor jumps at the opportunity to gain accreditation to The Motor Ombudsman's New Car Code.

The Motor Ombudsman tells us:

*(Words and photographs from The Motor Ombudsman).*

- Leapmotor, the electric vehicle brand, and a new entrant to the UK market, has become the latest automaker to join The Motor Ombudsman's New Car Code
- 50 vehicle manufacturers are today committed to the comprehensive guidelines stipulated by the motor industry Code of Practice - the most ever to do so at any one time
- The established Code, which covers 98% of all new cars sold in the UK, oversees the supply of vehicles and warranties provided by carmakers at the point of sale
- Key benefits of accreditation for Leapmotor, include the ability to consult The Motor Ombudsman's experienced automotive-specific and in-house dispute resolution service in the event of a customer complaint, a dedicated business information line for practical guidance, as well as added marketing exposure through The Motor Ombudsman's marketing initiatives

London, 23 September 2025

The Motor Ombudsman, the Ombudsman dedicated to the automotive sector, has expanded the portfolio of vehicle manufacturers accredited to its Motor Industry Code of Practice for New Cars, with the addition of Leapmotor. The electric car brand, which launched its first



models in the UK at the beginning of this year, is the 50th vehicle manufacturer to commit to complying with the requirements of the long-established Code, which sets out a number of obligations for the provision of new vehicles and warranties to consumers. Today, the Code covers 98% of all new cars sold across the UK.

Leapmotor's accreditation sees the business abiding by the latest iteration of The Motor Ombudsman's Chartered Trading Standards Institute (CTSI)-approved New Car Code, after it was updated in line with the evolution of the automotive sector, technological advancements, and consumer buying behaviour. The comprehensive Code outlines nearly 100 individual guidelines for businesses, to promote full transparency and high standards. These include a requirement for the provision of easy-to-understand messaging in customer documentation and promotional material, presenting warranty terms in plain English whilst clearly listing any exclusions, and making sure spare parts are available from the time a new model is launched. Vehicle manufacturers also promise to take effective action to ensure that consumers receive a fair and swift response should a complaint arise.

Furthermore, accreditation to The Motor Ombudsman's New Car Code offers several exclusive benefits, which Leapmotor will also be able to call on. These are namely, having access to The Motor Ombudsman's in-house CTSI-certified Alternative Dispute Resolution (ADR) service, for assistance with resolving a complaint should it not be concluded with a consumer in the first instance, a dedicated business line for tailored information and practical guidance, as well as the opportunity for head office team members to attend Motor Ombudsman events, round tables, and training programmes which explore pertinent trends and key developments impacting the automotive sector.

With Leapmotor being signed up to the New Car Code, this grants the privilege of the automaker being able to apply the renowned Motor Ombudsman and CTSI Approved Code logos on customer-facing literature and online assets to showcase their accreditation. As a new proposition for UK consumers, added brand exposure for Leapmotor will also be delivered via a profile on the popular Motor Ombudsman website

([TheMotorOmbudsman.org](http://TheMotorOmbudsman.org)), and through the body's many marketing initiatives, such as the annual Star Awards.

In addition, consumers purchasing a Leapmotor model, such as the all-electric T03 city car or the C10 SUV, will also have the added reassurance that dealerships within the



manufacturer's franchise retail network, which is set to expand to 80 sites by the end of 2025, are accredited to The Motor Ombudsman's Vehicle Sales Code, which ensures high standards of quality and service, beyond those required by law, for the sale of a new or used car.

Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: "We are delighted to welcome Leapmotor to our New Car Code of Practice, emphasising the exceptional value that accreditation brings to vehicle manufacturers, particularly for a brand that is looking to drive exposure in a competitive UK car market. Delivering high standards underpins the reputation of a brand, and the New Car Code acts as an important foundation and reference point for following the principles of best practice. We look forward to working with this very exciting brand."

Damien Dally, Managing Director at Leapmotor UK: "Accreditation to The Motor Ombudsman is a crucial stepping stone to building a positive presence amongst first-time owners, and signals to consumers that we are striving to be the best in everything we do - a core element of our brand values. This is coupled with the added reassurance that there is an automotive-specific and impartial third party to call on should we be unable to resolve a complaint via our own internal processes."

Damien added: "Being able to work together with an authoritative source of industry knowledge and expertise, will play a key role in driving a first-class customer experience journey, and having such a resource available to our organisation will prove invaluable."

In 2024, The Motor Ombudsman handled nearly 18,000 contacts from consumers in relation to a New Car Code complaint, and accepted around 1,900 additional cases during the year (a 22% increase versus 2023). Disputes principally related to unclear warranty terms, consumers not being able to benefit from the duration of an agreement despite servicing a car in accordance with prescribed service intervals, and claims being incorrectly dismissed in line with the coverage stated by the policy.

For more information on The Motor Ombudsman's Motor Industry Codes of Practice, visit [www.TheMotorOmbudsman.org/consumers/our-codes-of-practice](http://www.TheMotorOmbudsman.org/consumers/our-codes-of-practice).

[About The Motor Ombudsman](#)



The Motor Ombudsman is the independent and impartial Ombudsman dedicated solely to the automotive sector, and self-regulates the UK's motor industry through its comprehensive Chartered Trading Standards Institute (CTSI)-approved Codes of Practice. Thousands of businesses, including vehicle manufacturers, warranty product providers, franchised dealers and independent garages, are accredited to one or more of the Codes, which drive even higher standards of work and service, and give consumers added protection, peace of mind and trust during the vehicle purchase and ownership experience.

For more information on The Motor Ombudsman, visit [www.TheMotorOmbudsman.org](http://www.TheMotorOmbudsman.org).

## About Leapmotor International

Leapmotor International is a Stellantis-led joint venture with a 51/49 partnership between Stellantis N.V. and Leapmotor. Founded in 2015. Leapmotor is focused on redefining the electric vehicle (EV) landscape by leveraging cutting-edge technology and innovation. Leapmotor International was created to deliver these tech-centric, affordable electric mobility solutions to customers around the globe using Stellantis' long established and comprehensive sales and post-sales network, which provides the highest standards of quality and reliability. The company began its operations in Europe in September 2024, with 250 points of sale by year-end, and plans to expand into India, Asia-Pacific, the Middle East, Africa, and South America. Leapmotor International was introduced to the UK market at the start of 2025 with 44 retailers. It has made a commitment to increase this figure to over 80 by the end of the year. Leapmotor International's product line-up will initially include the T03, an urban-focused A-segment EV, and the C10, a fully equipped, family-oriented D-segment vehicle. Additional models are planned over the next three years.

For more information on Leapmotor, visit [www.leapmotor.net](http://www.leapmotor.net).