OMODA joins The Motor Ombudsman’s growing New Car Code portfolio

Published: January 23, 2024

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Online version: https://www.wheels-alive.co.uk/omada-joins-the-motor-ombudsmans-growing-new-car-code-portfolio/



Vehicle manufacturer OMODA gains accreditation to The Motor Ombudsman’s New Car Code…

The Motor Ombudsman tells us:

(All words and image from The Motor Ombudsman).

• Vehicle manufacturer OMODA has gained accreditation to The Motor Ombudsman’s Motor Industry Code of Practice for New Cars, ahead of the OMODA 5 crossover SUV going on sale in March in the UK

• A total of 44 vehicle manufacturers are signed up to the long-established Code, covering 98% of new cars sold in this country

• Adhering to the New Car Code demonstrates a carmaker’s commitment to delivering high standards of service in the provision of new vehicles, beyond those required by law

• OMODA will have access to a suite of benefits as part of their accreditation

London, 23 January 2024: The Motor Ombudsman is pleased to announce that OMODA, a new entrant to the UK's crossover SUV market, has gained accreditation to its long-established Chartered Trading Standards Institute (CTSI)-approved Motor Industry Code of Practice for New Cars. The vehicle manufacturer, which starts selling its OMODA 5 petrol model in the UK in March, followed by a Battery Electric Vehicle variant soon after, joins 43 other brands that adhere to the long-established Code, which covers 98% of all new cars sold across the country. Adhering to the New Car Code showcases the marque's commitment to delivering high standards of service, beyond those required by law, in relation to the supply of new cars, and the coverage provided by the manufacturer's warranty. Customers will also have the peace of mind that OMODA is providing motorists with high-quality vehicles, that it will use honest and accurate advertising in the promotion of its products and services, have replacement parts for repairs readily available, present warranty documents in clear and plain language, and have swift and cost-effective customer handling procedures in place.

OMODA's accreditation to the New Car Code enables the company to signpost customers to The Motor Ombudsman, a fully independent and impartial, automotive sector-specific Ombudsman, and a CTSI- certified Alternative Dispute Resolution (ADR) body, for swift and fair support resolving any disputes that may arise, all at no cost to consumers.

By being a part of the New Car Code, OMODA is also able to take advantage of a suite of other benefits that accreditation grants. These are namely, having full use of The Motor Ombudsman and CTSI- approved Code logos on customer-facing literature and online assets, and being able to participate in exclusive webinars, industry meetings, and training courses. OMODA will equally gain amplified brand exposure on the popular Motor Ombudsman website (TheMotorOmbudsman.org), and through The Motor Ombudsman's marketing activities. These include the Customer Service Star Awards, where OMODA can be nominated by its customers for going above and beyond when assisting them.

Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: “We are delighted to welcome OMODA to our expanding portfolio of brands accredited to our New Car Code, increasing the number of vehicle manufacturers committed to delivering the highest levels of customer service. We look forward to working alongside their team, and delivering guidance and counsel on best practice in the sphere of dispute resolution, as OMODA continues to build its presence in the UK’s motor industry.”

Mr. Chen Chunqing, CEO of OMODA, added: “As we embark on our journey in this country, accreditation to The Motor Ombudsman demonstrates an underlying promise to consumers from the get-go that we are fully committed to delivering the very highest levels of service that they should rightly expect of our brand when buying a new car. In addition, being a part of the New Car Code provides motorists with all- important reassurance that we have The Motor Ombudsman on-hand, should the need arise.”

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

our-codes-of-practice/new-car-code