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Skywell UK gains accreditation to The Motor Ombudsman's New Car Code

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The Motor Ombudsman tells us:

(Photograph and all words from The Motor Ombudsman).

Vehicle manufacturer Skywell UK gains accreditation to The Motor Ombudsman's CTSI-approved New Car Code

The long-established and comprehensive Code of Practice has been designed to promote even higher standards in the provision of new vehicles and warranties to consumers

Amongst the many other benefits of being an accredited carmaker, Skywell UK and its customers will have the benefit of using The Motor Ombudsman's independent and impartial Alternative Dispute Resolution (ADR) service in the event a complaint from a



vehicle owner remains unresolved after in-house avenues have been pursued

London, 16 September 2025: In an important month for new car sales as the '75' registration makes its debut, September is off to a flying start for The Motor Ombudsman, with Skywell UK becoming the latest manufacturer to gain accreditation to the Ombudsman's Chartered Trading Standards Institute (CTSI)-approved Motor Industry Code of Practice for New Cars.

The comprehensive and long-standing New Car Code has been designed to drive even higher standards, beyond those required by law, in the supply of new vehicles and warranties to customers. Today, the Code of Practice covers around 98% of all new cars sold across the country thanks to the growing number of carmakers in the UK abiding by more than 100 different guidelines laid down by the Code, giving customers the added peace of mind that these marques are striving to deliver the best possible experience.

The Code's detailed guidelines span a number of different areas, starting with advertising, where brands commit to clear, honest and transparent messaging. The Code equally oversees how warranty documents are written and presented, which applies to the seven-year / 100,000-mile warranty, which comes with all Skywell models, such as the recently launched BE11 SUV range, as well as to any paint and perforation warranties that are also offered to customers. Manufacturers equally have a responsibility to ensure that any claims in line with warranty agreements are handled fairly, whilst a complaints handling process should also be in place in the event that a dispute arises with a consumer, should an element of their purchase or ownership journey not be to their complete satisfaction.

Other areas touched on by the New Car Code include, making spare parts available for vehicle repairs from the time a new model is launched, and providing an overview of Advanced Driver Assistance Systems (ADAS) and self-driving features before customers leave showrooms - one of the new clauses incorporated within The Motor Ombudsman's recently updated Codes of Practice.

A primary benefit of accreditation to the New Car Code for vehicle manufacturers is that, should a customer complaint not be concluded at head office level by the carmaker, they are able to signpost, as the next port of call, to The Motor Ombudsman's expert in-house Alternative Dispute Resolution (ADR) service. Its role is to review evidence in an impartial



and independent setting to deliver fair and swift outcomes, thereby helping to maintain positive relationships between both parties. An additional advantage is that the process is completely free-of-charge from beginning to end for Skywell customers.

As an authority in the automotive sector, the Skywell UK team will equally have access to learning and development initiatives tailored to today's fast-evolving automotive sector, namely webinars and bespoke training courses touching on the spheres of best practice in customer service, the latest legislative changes impacting the motor industry, and the effective management of complaints.

Furthermore, representatives from the brand will have the opportunity to engage with other accredited vehicle manufacturers during Motor Ombudsman industry roundtables hosted at its London headquarters. They bring together representatives from accredited marques to discuss pertinent issues relating to customer care, and explore case studies to further knowledge on the handling of some of the more complex elements of disputes.

As a new brand entrant, Skywell UK will receive valuable exposure on The Motor Ombudsman's popular website (TheMotorOmbudsman.org), and use of the revered Motor Ombudsman and Approved Code logos in marketing collateral. Similarly, the manufacturer and individual staff members will also be eligible for nomination for a Customer Service Award, which recognises actions that go beyond the call of duty from a consumer's perspective.

Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: "This year, in particular, has seen a notable increase in the volume of new brands arriving in showrooms across the UK. Whilst they may not always be a familiar name for some motorists, Skywell's accreditation to our New Car Code offers consumers the all-important reassurance from the very start of the purchasing journey, that they will be benefiting from an experience that has been built on best practice, and are buying into a brand that always has the customer's best interests in what they do."

Bill added: "We are very excited to be working alongside the team at Skywell UK, and adding value to their organisation as the manufacturer gears up for further expansion."

David Clark, General Manager at Skywell UK, explained: "We are delighted to have been accepted for accreditation to The Motor Ombudsman's New Car Code, as this important relationship matches our commitment to offering the highest levels of service, through



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every touchpoint in the customer journey, when it comes to both our products and services.” David added: “Being signed up to The Motor Ombudsman is a recognised symbol of quality and trust, and being aligned with such an organisation will only bolster our positive reputation and appeal as consumers turn to Skywell as their brand of choice.”

For more information on The Motor Ombudsman’s Motor Industry Code of Practice for New Cars, visit [our-codes-of-practice/new-car-code](#)