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The Motor Ombudsman adds GWM ORA to its largest ever New Car Code portfolio

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GWM ORA joins The Motor Ombudsman's New Car Code portfolio...

The Motor Ombudsman tells us:

(Photograph and all words from The Motor Ombudsman).



- GWM ORA, the all-electric car brand, has gained accreditation to The Motor Ombudsman's Motor Industry Code of Practice for New Cars
 - 46 vehicle manufacturers are now committed to the established Code, which covers 98% of all new cars sold across the UK
 - Carmakers that have joined the New Car Code, have access to a number of key benefits, including use of both The Motor Ombudsman's expert automotive-specific and in-house dispute resolution service, and its dedicated business information line for best practice guidance
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London, 28 August 2024 The Motor Ombudsman, the Ombudsman for the automotive sector, is pleased to announce that GWM ORA, the all-electric vehicle brand, has gained accreditation to its established Motor Industry Code of Practice for New Cars. This brings the total number of vehicle manufacturers that adhere to the Chartered Trading Standards Institute (CTSI)-approved Code to 46 – the biggest ever portfolio of accredited businesses, covering 98% of all new cars sold across the UK.

The maker of the ORA 03 hatchback, and the forthcoming ORA 07 saloon, is the fourth vehicle manufacturer to join The Motor Ombudsman's New Car Code so far this year, and reinforces GWM ORA's commitment to delivering high standards of service, beyond those required by law, for the sale of vehicles from the marque's model line-up, and in the provision of its warranties to consumers.

The New Car Code also makes it clear that, accurate and clear advertising will be used by vehicle manufacturers in the promotion of their products and services, warranty documents will be written using easy-to-understand and plain language, replacement parts for repairs and routine maintenance will be readily available, and that businesses will have swift and cost-effective customer handling procedures in place to help resolve disputes, should they



arise.

Being signed up to the Code gives vehicle manufacturers, like GWM ORA, a number of exclusive benefits. These include, being able to call on The Motor Ombudsman, a CTSI-certified Alternative Dispute Resolution (ADR) body, for assistance with resolving a complaint, should it not be concluded with a consumer in the first instance. There's also access to a dedicated business information line for tailored information and guidance on best practice, coupled with the ability for GWM ORA employees to participate in events, and a suite of bespoke training programmes pertinent to the dispute resolution domain.

Accreditation equally grants the opportunity for GWM ORA to use the recognised Motor Ombudsman and CTSI-approved Code logos on customer-facing literature and online assets to showcase their accreditation, and gain amplified brand exposure on the popular Motor Ombudsman website (TheMotorOmbudsman.org). In addition, GWM ORA will be able to have representatives, alongside industry colleagues, at The Motor Ombudsman's customer service and networking forums, which are designed to promote learning through complaints handling workshops, and to encourage discussion of pertinent trends and key developments impacting the automotive sector.

Lastly, becoming accredited to the New Car Code, means that GWM ORA, and individual staff members working at the brand's UK headquarters in the West Midlands, are now eligible for nomination by consumers for The Motor Ombudsman's coveted annual Customer Service Star Award for vehicle manufacturers.



Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: “We are delighted to welcome GWM ORA to our New Car Code. As a fast-growing and dynamic business, they are a valued addition to our Motor Industry Code of Practice, and this comes at an exciting time for the brand, as their market presence continues to grow in the UK.”

Bill added: “This year has seen a positive expansion of our New Car Code to its largest ever size. This clearly demonstrates the importance vehicle manufacturers place on being accredited to such a recognised Code, and signals to consumers that brands are placing an underlying focus on being the very best at what they do.”

Toby Marshall, Managing Director of GWM ORA UK, commented: “Accreditation to The Motor Ombudsman feels like an important milestone as we continue to strengthen our brand presence within the UK. We firmly support this important, authoritative body in their commitment to ensure fair and transparent trading within the automotive sector. Not only do we value their commitment to consumers, the wealth of information, resource and support made available to our organisation ensures our team keep up to speed with the latest in best-practice and ways of working, so we can continue to satisfy the needs of the modern-day car buyer.”

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