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The Motor Ombudsman collaborates with Warranty Solutions Group to promote accreditation to its Vehicle Sales Code

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The Motor Ombudsman works with Warranty Solutions Group to promote the benefits and value of The Motor Ombudsman's Alternative Dispute Resolution (ADR) service...

They tell us:

- The Motor Ombudsman has teamed up with Warranty Solutions Group (WSG) to promote the benefits and value of The Motor Ombudsman's Alternative Dispute Resolution (ADR) service to WSG's nationwide independent dealer network
 - In accordance with ADR Regulations introduced in 2015, all businesses, including vehicle retailers, must signpost customers to a certified ADR provider, such as The Motor Ombudsman, in the event of an unresolved dispute
 - The collaboration will also see the hosting of a series of joint marketing initiatives during 2023
- London, 07 June 2023

The Motor Ombudsman, the Ombudsman dedicated to the automotive sector, has teamed up with Warranty Solutions Group (WSG), an award-winning motor vehicle warranties provider that is accredited to its Vehicle Warranty Products Code. The aim of the collaboration is to promote the many benefits of accreditation to The Motor Ombudsman's Vehicle Sales Code, to the rapidly-growing nationwide network of independent car dealers offering WSG's portfolio of extended vehicle warranty products.

The joint marketing initiative will see WSG expanding the remit of its regional field team to encompass the promotion of a tailored package to eligible independent car dealers in WSG's network that have not already signed up to the Vehicle Sales Code. The WSG regional field team will also reinforce the importance of being signed up to a certified Alternative Dispute Resolution (ADR) body should a dispute not be resolved to the satisfaction of a consumer via internal procedures in the first instance.

Since October 2015, the ADR Regulations have made it mandatory for every business in the UK to signpost customers to a certified ADR provider, such as The Motor Ombudsman, in the event of an unresolved dispute. Accreditation to one or more of The Motor Ombudsman's Codes of Practice gives businesses readily-available access to The Motor



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Ombudsman's fair and impartial motor industry-specific (ADR) service, as well as its dedicated Information Line.

Open to both franchise or independent retailers selling new or used cars, thousands of businesses have committed to The Motor Ombudsman's Vehicle Sales Code. The comprehensive Code was introduced in 2016 to ensure that sales transactions are in line with industry best practice, where guidelines span the use of transparent wording and the supply of clear documentation to consumers, to the provision of accurate advice.

Independent car retailers within WSG's network that gain accreditation to the Code will equally enjoy the privilege of using The Motor Ombudsman and the Chartered Trading Standards Institute (CTSI) Approved Code logos on customer-facing literature and online assets, and be able to take advantage of amplified brand exposure on The Motor Ombudsman's website and popular online Garage Finder and customer review portal (TheMotorOmbudsman.org/Garage-Finder), and via The Motor Ombudsman's marketing initiatives, such as the Garage Star Awards.

The marketing collaboration between The Motor Ombudsman and WSG will also see the launch of a jointly hosted competition this summer on social media, where consumers will have the chance to win an exclusive set of prizes signed by WSG's Brand Ambassador Ben Collins - the former Stig on the BBC Top Gear series.



Furthermore, as part of WSG's headline sponsorship of the forthcoming Motor Trader Retailing Expo 2023 at Silverstone in October, The Motor Ombudsman is set to attend the high profile event to showcase the benefits of accreditation to delegates.

Andrew Brown, Subscriber Operations Manager at The Motor Ombudsman, said:

"Accreditation to The Motor Ombudsman not only gives businesses readily-available access to our automotive industry-specific dispute resolution service, but also provides an effective platform for businesses to gain valuable marketing exposure, and to strengthen their proposition to their own customers. We are very pleased to be teaming up with WSG on a series of joint initiatives this year, and maximising the opportunities that accreditation provides."

John Collinswood, CEO at Warranty Solutions Group, added: "WSG and The Motor Ombudsman joining forces on a marketing level makes perfect sense, as we ultimately share a common objective of expanding the presence of our respective businesses and product offerings within the independent dealer sector. It is an exciting collaboration that has significant potential, and we look forward to seeing the positive results from our hard work this year."

For more information about The Motor Ombudsman, visit www.TheMotorOmbudsman.org.