The Motor Ombudsman welcomes Changan Automobile UK to its New Car Code of Practice

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The Motor Ombudsman tells us…

(All words and photographs from The Motor Ombudsman).

- The Motor Ombudsman adds vehicle manufacturer Changan Automobile UK to its growing New Car Code portfolio
- This year, the long-established New Car Code marks five decades since its unveiling as ‘The Motor Industry Code of Practice’ in 1976
- The comprehensive Code of Practice lays down requirements for carmakers to ensure high standards in the supply of new vehicles and warranty policies to customers
- Accreditation brings a suite of advantages for vehicle manufacturers, including access to an Information Line for tailored expert guidance, and the ability to signpost consumers to the Ombudsman’s independent and impartial Alternative Dispute Resolution (ADR) service in the event of an unresolved dispute

London, 28 April 2026 The Motor Ombudsman has announced that vehicle manufacturer, Changan Automobile UK, has gained accreditation to its Chartered Trading Standards Institute (CTSI)-approved Motor Industry Code of Practice for New Cars. The long-established and comprehensive Code, which this year, celebrates five decades since making its debut as ‘The Motor Industry Code of Practice’ in 1976, lays down best practice requirements for the supply and management of new vehicles and warranty policies by

carmakers. Today, the Code of Practice is adhered to by 50 OEMs retailing cars in the UK, and covers around 98% of all new passenger vehicles sold across the country.

This commitment to the provisions of the New Car Code reinforces Changan's dedication to going above its legal obligations, to deliver the very highest standards of service when interacting with consumers. Nearly 100 clauses stipulated across 10 different areas in the Code cover recommended points of action across key aspects of the customer vehicle purchase and ownership journey. These include the delivery of accurate advertising and promotional material, warranty terms that are written in plain English, and with any highlight exclusions clearly communicated, and spare parts being made available for maintenance and repairs.

Car manufacturers signed up to the Code equally pledge to offer products, such as service plans, that are in line with customer needs, and to have effective in-house complaints handling processes for consumers to receive a fair and swift response should an element of dissatisfaction arise.

Accreditation to The Motor Ombudsman offers Changan several advantages, particularly as a new entrant to the UK's automotive sector. For example, the marque's head office team has access to the body's Business Information Line – a point of reference to discuss getting the most out of being a part of The Motor Ombudsman, and best practice in the handling of a dispute prior to any third-party involvement. As such, if a customer complaint cannot be resolved by the vehicle manufacturer in the first instance, accreditation allows the business to signpost a consumer to The Motor Ombudsman's in-house and fully impartial Alternative Dispute Resolution (ADR) service, which comes at no cost to Changan car owners in the UK.

Additional benefits of accreditation are namely, exclusive opportunities to participate in motor industry roundtables alongside other accredited vehicle manufacturers, and invitations to undertake learning and development on topics relevant to the motor industry, such as legislative updates in the consumer space.

Furthermore, accreditation to the New Car Code delivers valuable added exposure through The Motor Ombudsman's marketing initiatives, especially for brands building their presence amongst motorists. Firstly, Changan UK has a bespoke profile on The Motor Ombudsman's website (TheMotorOmbudsman.org) – a portal which is visited and utilised by hundreds of thousands of consumers each year, whilst Changan will equally benefit from being put in the spotlight through the body's communications programme and social media activities.

Standing out from the crowd is imperative in today's competitive automotive sector, and another valuable benefit of accreditation to the New Car Code, is Changan UK being able to use the widely-recognised Motor Ombudsman and Approved Code logos – trusted insignias, on its website and customer-facing materials and literature. This underlines the manufacturer's commitment to delivering the very best level of service to customers, many of whom are likely to be interacting with the brand for the first time.

Bill Fennell, Chief Ombudsman and Managing Director at The Motor Ombudsman, said: "We are delighted to be adding Changan UK to our New Car Code. With 50 vehicle manufacturers voluntarily accredited to these fundamental best practice guidelines, this highlights the emphasis that carmakers are placing in the value of following the requirements set down by the Code in their pursuit of the highest standards of customer service. This is essential, especially for new market entrants, to make that all-important positive first impression, and lay the foundations for brand-loyal customers."

Bill added: "We look forward to working together with the team at Changan UK's head office, and to sharing our in-house expertise with team members across their organisation."

Nic Thomas, Managing Director at Changan Automobile UK, explained: "This year will be pivotal for our brand as we continue to grow our retail footprint and awareness amongst UK consumers. Our focus on delivering exemplary products and services to today's discerning motorists in a simple, transparent and trustworthy manner is reinforced by partnering with recognised organisations such as The Motor Ombudsman."

Nic added: “An authority, such as The Motor Ombudsman, will prove a valuable resource for our team, and being able to participate in insightful industry roundtables alongside other vehicle manufacturers will also be a very useful source of learning, allowing our organisation to stay up to date with the very latest developments in the automotive sector.”

For more information on The Motor Ombudsman’s Motor Industry Code of Practice for New Cars, and accredited vehicle manufacturers, visit www.TheMotorOmbudsman.org/consumers/our-codes-of-practice/new-car-code.