The Motor Ombudsman welcomes new commercial brand Farizon to its New Car Code

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The Motor Ombudsman tells us:

(Photograph and all wordsfrom The Motor Ombudsman).

• Farizon, the electric van brand, has gained accreditation to The Motor Ombudsman's Motor

Industry Code of Practice for New Cars

• The addition of the Geely-owned marque, which has been introduced in this country by Jameel

Motors UK, sees the Code portfolio expand to 48 accredited vehicle manufacturers

• The long-standing New Car Code is geared to driving up standards in the supply of new

vehicles and manufacturer warranties, and is one of The Motor Ombudsman's four Motor

Industry Codes of Practice to be backed by the Approved Code Scheme operated by the

Chartered Trading Standards Institute (CTSI)

• Key advantages of Motor Ombudsman accreditation for Farizon include unlimited access to

the body's independent and impartial in-house and automotive-specific Alternative Dispute

Resolution (ADR) service, use of The Motor Ombudsman and Approved Code logos, as well as

amplified marketing exposure

London, 12 August 2025 The Motor Ombudsman is pleased to announce that Farizon, the electric

commercial vehicle brand recently launched in this country by Jameel Motors UK, has gained

accreditation to its Chartered Trading Standards Institute (CTSI)-approved Motor Industry Code of

Practice for New Cars. This brings the total number of vehicle manufacturers accredited to the New Car

Code to 48 – the largest ever volume of businesses to do so at any one time, and covers 98% of all new

cars sold across the UK.

The latest accreditation to the New Car Code follows the unveiling of The Motor Ombudsman's four newly-

updated Motor Industry Codes of Practice at the beginning of June, which have been evolved in line with

the fast-changing automotive landscape. The New Car Code – the longest standing of the Codes, and

which has seen the addition of guidelines on areas such as Advanced Driver Assistance Systems

(ADAS), self-driving features, and roadside assistance, is geared to driving even higher standards in the

supply of new vehicles and warranties by manufacturers, beyond those required by UK law.

Thanks to The Motor Ombudsman accreditation, Farizon owners will have the all-important added peace

of mind that, when purchasing any of the eight variants of the existing Farizon SV van, and/or future

vehicles brought to the UK, the scope of the New Car Code will oversee the quality of vehicles delivered,

as well as the terms and coverage provided by the brand's four-year, 120,000-mile warranty in the event

of a claim by a customer.

Adherence to the New Car Code sees vehicle manufacturers commit to nearly 100 different

responsibilities which, for example, stipulate that carmakers must adopt honest and accurate advertising

at all times, that easy-to-understand messaging in customer documentation and promotional material must

be used, that warranty agreements are presented in plain English, with any exclusions clearly highlighted,

and that spare parts are made available for repairs from the time a new model is launched. Businesses

equally promise to take effective action to ensure that consumers receive a fair and swift response should

an element of their purchase or ownership experience not be to their full satisfaction.

As one of the newest entrants to the UK's automotive sector, Farizon's accreditation to The Motor

Ombudsman's New Car Code offers the brand several key benefits. At the forefront of these is access to

The Motor Ombudsman's Business Information Line for guidance in relation to maximising their

accreditation and best practice in customer service, and the ability to signpost customers to The Motor

Ombudsman's in-house and impartial, automotive sector-specific Alternative Dispute Resolution (ADR)

service. This is in the event that the business is unable to resolve a customer complaint in the first

instance via their own procedures, and it is at this point that The Motor Ombudsman is able to help

conclude disputes swiftly and fairly, all at no cost to Farizon vehicle owners.

Through its accreditation, Farizon will equally be able to participate in dedicated Motor Ombudsman

industry forums alongside other manufacturers, which offer key insight and learning opportunities,

alongside webinars, events, and bespoke training programmes. As a brand building its presence in the

UK, being a part of the New Car Code offers amplified brand exposure through The Motor Ombudsman's

marketing initiatives, which include a dedicated profile for Farizon on its website (TheMotorOmbudsman.org),

and the chance to be nominated by consumers to win a Customer Service trophy

in The Motor Ombudsman's annual Star Awards, in recognition of going the extra mile when

assisting them with a product or warranty-related query.

Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: "We are delighted

to have Farizon on board as a brand accredited to our New Car Code. Adhering to the Code, and

following industry best practice, provides a solid foundation for the business to build its product and

service offering in the UK, and shows it is 'doing the right thing' by its customers. We look forward to

working closely with the teams at Farizon, and to their participation in the many great initiatives and

opportunities that we offer accredited businesses."

Kate McLaren, Head of Marketing and Sales Operations for Farizon at Jameel Motors UK, explained:

"Gaining accreditation to The Motor Ombudsman's highly-respected and comprehensive Motor Industry

Code of Practice is a clear demonstration of our desire to excel when it comes to delivering first class

service to our customers, and to being the very best that we can be as we drive our reputation forward.

First impressions count, especially when launching into a competitive sector, and The Motor Ombudsman

will prove an invaluable resource for guidance and assistance across our organisation."

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

www.TheMotorOmbudsman.org/consumers/our-codes-of-practice/new-car-code