



The Motor Ombudsman's 2025 Awards unveiled

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2025 Star Awards announced by The Motor Ombudsman, to shine a light on a new generation of Star performers...

The Motor Ombudsman tells us:



(Photograph and all words from The Motor Ombudsman).

• **The Motor Ombudsman has unveiled the sixth edition of its annual Star Awards to recognise**

individuals and Motor Ombudsman-accredited businesses across the UK that have gone the

extra mile when assisting customers

• **Consumers are invited to submit a short online account via The Motor Ombudsman's**

dedicated Awards portal (TheMotorOmbudsman.org/Awards) up until mid-October to explain

how their nominee went above and beyond

• **On offer are eight regional Star Awards for independent garages, repairers and franchise**

dealers, and two Customer Service Star trophies for vehicle manufacturers and warranty

providers, in addition to the sought after top prize - the overall National Star Award

• **A new Community Star Award has been added to The Motor Ombudsman's portfolio of**

accolades for the first time to recognise the contributions made by businesses and staff



members in their local area

London, 06 May 2025 The Motor Ombudsman, the Ombudsman for the automotive sector, has launched

the sixth edition of its annual Star Awards. The accolades recognise Motor Ombudsman-accredited

businesses and individual team members across the length and breadth of the UK who have gone beyond

the call of duty to assist a customer in their time of need.

The Star Awards are divided into two main categories, the first being the eight regional Star Awards for

independent garages, franchise dealers, and body repair centres that are signed up to The Motor

Ombudsman's Vehicle Sales and/or Service and Repair Codes of Practice. The second is the Customer

Service Star Awards, which celebrate exceptional service delivered by vehicle manufacturers and

extended warranty providers that are committed to the New Car and Vehicle Warranty Products Codes

respectively.

One of the key attributes of The Motor Ombudsman's Star Awards is that they are driven by customers



submitting a nomination via the body's dedicated online portal (TheMotorOmbudsman.org/Awards). It is

here that consumers can write a short account detailing altruistic acts of kindness and generosity, and the

positive steps taken by a business or a named member of staff to resolve their motoring concerns, no

matter how big or small the gesture.

New for this year's competition is the introduction of the Community Star Award, where consumers can

also shine the spotlight on their nominee for the support of a dedicated cause in the local area. This could

include, giving up time out of hours to work with a charity, putting on a fundraising event, or sponsoring a

nearby sports team at grassroots level.

As the contest continues to grow in profile, last year's Star Awards competition saw a record number of

nominations at nearly 3,300, with the greatest number of businesses ever put forward, and consumers are

now able to submit their entries for 2025 over the coming five months prior to the closing deadline of

Friday 17th October.



From these nominations across the different regions and categories, and according to an established set

of criteria, it is then the task of The Motor Ombudsman to create a shortlist of the three finalists for each of

the Star Awards, which will see a total of 33 businesses and individuals in contention to win the eleven

trophies on offer. The names etched on to this year's silverware will be determined by a panel of

automotive industry experts, which will see four judges reach a joint consensus for each award. Similarly,

two entries will also be commended for being a finalist for their achievement of being a runner-up in their

class.

The final stage of the judging process sees the eight regional Star Award winners pitted against one

another, and based on the merits of their winning nomination, one will be named as the recipient of the

overall and coveted National Star Award - the highest accolade of the competition. To date, the Hall of

Fame boasts three independent garages, spanning Cornwall to Scotland, a franchise dealership in



Northern Ireland, and an individual salesperson from a car showroom.

Alan and Jeanette Landale, the husband and wife owners of AJ Fleetcare, an independent garage based

in Leeds, and the 2024 recipient of the regional trophy for the North and the National Star Award,

explained: "Since being crowned a double winner at the end of last year, we have had such a positive

reaction from our local community and beyond, and the Star Awards have really put our business front

and centre. In fact, after our customers and motorists in the region read about our achievement in the

press and on social media, the phone didn't stop ringing, and we are really grateful for having the

opportunity to be recognised with such a prestigious honour."

The Motor Ombudsman's successful partnership with the Chartered Trading Standards Institute (CTSI)'s

coveted Hero Awards will also continue for the third successive year, where the 2025 National Star Award

trophy will be presented in-person to the winner in the prestigious surroundings of the Houses of

Parliament in London's Westminster. The chosen business or individual team member will



also be

bestowed £2,000 worth of shopping vouchers, as well as valuable marketing exposure, including a

bespoke video filmed at the winner's premises.

Bill Fennell, Chief Ombudsman and Managing Director of The Motor Ombudsman, said: "The Star Awards

continue to go from strength to strength, and we saw another record number of nominations last year,

highlighting the contest's growing appeal across the motor industry. It is always an exciting time when we

restart the search for a new generation of Stars, and have the chance to read so many inspiring customer

stories about how Motor Ombudsman-accredited businesses and their staff members have moved

mountains and truly gone beyond the call of duty to ensure the very highest level of customer service."

Bill added: "As we build the Star Awards further, and with so many businesses across the UK making such

valuable efforts to help others, and flying the flag for charities, the addition of the new Community Star

Award will be a great way of recognising the countless hours of hard work, which ultimately



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make that all-

important difference.”

For more information about The Motor Ombudsman’s Star Awards, visit:

www.TheMotorOmbudsman.org/Awards