



The Motor Ombudsman's 'WORN-WARN' campaign looks the part with Online and Social Media trophy win at the 2026 TyreSafe Awards

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Author:

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(Left to right): David Johnson (Head of Public Affairs at Michelin UK and Ireland), Simon Wittenberg (PR Manager, The Motor Ombudsman), Vanessa Horsey (Senior Marketing



Manager, The Motor Ombudsman), Simon Hiorns (TyreSafe Trustee), Stuart Lovatt (Chair of TyreSafe).

The Motor Ombudsman tells us:

(Photograph and all words from The Motor Ombudsman).

- The Motor Ombudsman has been named the winner of the 2026 TyreSafe Online and Social Media Award for its 'WORN-WARN' national awareness drive highlighting the risks of motorists buying and using part-worn tyres
 - The Michelin Tyre PLC-sponsored trophy was presented at a commemorative black-tie gala dinner marking two decades of the renowned tyre safety charity
 - The latest accolade marks the organisation's third title in the category, and sees the Ombudsman crowned at the TyreSafe Awards for a second consecutive year
- London, 23 June 2026 The Motor Ombudsman is pleased to announce that it has been named the winner of the 2026 TyreSafe Online and Social Media Award in recognition of its 'WORN-WARN' campaign - an impactful national awareness drive designed to highlight the risks of motorists buying and fitting second-hand part-worn tyres to their vehicles.



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WORN

BEHIND EVERY WORN TYRE IS A WARNING

The Michelin Tyre PLC-sponsored trophy was presented to The Motor Ombudsman at a commemorative black-tie gala dinner marking two decades of the tyre safety charity, held in the prestigious surroundings of The Belfry Hotel & Resort in Warwickshire.

The latest accolade marks the third time that The Motor Ombudsman has emerged victorious in the category, whilst it is also the second consecutive year that it has received the honour, after claiming the coveted silverware for its 'Make Time for Tyres' initiative in 2025.

Supported by The Motor Ombudsman-accredited Lindleys Autocentres garage group, 'WORN-WARN' was unveiled at the recent UK Garage & Bodyshop Event following research commissioned by The Motor Ombudsman, which found that nearly a third of UK adults would consider buying part-worn tyres, if their current tyres needed replacing, primarily to save money at a time of strained household finances.



The study equally revealed that the appetite for second-hand tyres was even higher amongst younger motorists, underlining the need for clear, accessible education around the implications of cutting corners when it comes to one of the most critical safety components on a vehicle.

The launch of 'WORN-WARN' was spearheaded by a press and social media campaign that received extensive exposure, which was combined with the introduction of an upgraded Tyres portal on The Motor Ombudsman website (TheMotorOmbudsman.org/Tyres). This includes filmed bite-sized videos on the essentials of tyre maintenance, as well as an overview of the risks of part-worn tyres, coupled with a series of eye-catching digital assets to continue building exposure and educating drivers on this very pertinent subject.

On lifting the trophy, Vanessa Horsey, Senior Marketing Manager at The Motor Ombudsman, said: "We are delighted that 'WORN-WARN' has been recognised by TyreSafe with the 2026 Online and Social Media Award as the charity celebrates a significant milestone. This campaign was created to address a very real and growing issue for motorists, as financial pressures continue to influence maintenance decisions, meaning more drivers may be tempted by what can appear to be a cheaper alternative that ultimately puts cost before safety."

Vanessa added: "There is plenty more work to do to educate motorists in this space, and we will have a sustained messaging campaign to encourage motorists to think twice before cutting corners on one of the most critical safety components on a vehicle."

Stuart Lovatt, Chair of TyreSafe, explained: "For the Online and Social Media category of the TyreSafe Awards, the judges were looking for a campaign that masterfully blended digital reach with consumer trust. The Motor Ombudsman harnessed the power of social media and online platforms not just to build noise, but to drive profound, life-saving awareness."

"By using highly strategic, engaging digital content alongside easily accessible information



hubs, they broke down complex tyre safety regulations into clear, actionable advice for everyday motorists. Their online presence succeeded in turning routine vehicle maintenance into an active, positive digital conversation that reached millions across the UK. Congratulations to The Motor Ombudsman on another very well-deserved award.”

To access The Motor Ombudsman’s information resources and tips on tyres, visit www.TheMotorOmbudsman.org/Tyres.

About The Motor Ombudsman

Motor Ombudsman is the independent and impartial Ombudsman dedicated solely to the automotive sector, and self-regulates the UK’s motor industry through its comprehensive Chartered Trading Standards Institute (CTSI)-approved Codes of Practice. Thousands of businesses, including vehicle manufacturers, warranty product providers, franchised dealers and independent garages, are accredited to one or more of the Codes, which drive even higher standards of work and service, and give consumers added protection, peace of mind and trust during the vehicle purchase and ownership experience. For more information on The Motor Ombudsman, visit www.TheMotorOmbudsman.org.

About TyreSafe

TyreSafe is the UK’s charity dedicated to raising awareness of the dangers of illegal or poorly maintained tyres. (registration number 1168354). In 2009, and more recently in 2024, TyreSafe was awarded with the Prince Michael International Road Safety Award.

TyreSafe supports the government’s ACT ON CO2 campaign which promotes Smarter Driving tips to help cut CO2 emissions from driving. TyreSafe is a signatory to the European Road Safety Charter which aims to reduce road fatalities. TyreSafe is a supporter of the UN Decade of Action for Road Safety which aims to make roads safer and save lives.