Warranty First gains accreditation to The Motor Ombudsman’s Vehicle Warranty Products Code

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The Motor Ombudsman welcomes Warranty First to its Vehicle Warranty Products Code.

They tell us:

• Warranty First has gained accreditation to The Motor Ombudsman’s comprehensive Motor Industry Code of Practice for Vehicle Warranty Products

• The Peterborough-based organisation is the second vehicle warranty provider to join the Code in 2023, bringing the total number of accredited businesses to 18 – the largest ever portfolio since the Code launched in 2009

• The objective of the long-established Code of Practice is to provide guidelines for the delivery of high industry standards in the administration and provision of extended warranties to vehicle owners

• Accreditation offers several benefits to Warranty First, including access to The MotorOmbudsman’s automotive-specific Alternative Dispute Resolution (ADR) service, and its exclusive Code committee and industry insight meetings

London, 01 August 2023: The Motor Ombudsman, the Ombudsman dedicated to the automotive sector, is pleased to welcome Warranty First to its long-established Chartered Trading Standards Institute (CTSI)- approved Motor Industry Code of Practice for Vehicle Warranty Products. The Peterborough-based organisation, which this year celebrates a decade of providing extended warranties to motorists, is the second business to join the Code so far in 2023. With 18 organisations now adhering to the Code, this is the largest ever number to be accredited at any one time, meaning this portfolio of businesses today covers around three-quarters of the industry's major providers.

Launched in 2009, the principal objective of The Motor Ombudsman's comprehensive Vehicle Warranty Products Code is to drive up standards beyond those required by law when consumers take out an extended warranty for a vehicle, and make a claim should a failure arise during ownership. By adhering to the Code of Practice, Warranty First is showcasing their commitment to consumers that they are following best practice and going above and beyond their legal obligations to deliver the highest standards in the provision and administration of their warranty products.

As part of their accreditation, warranty providers commit to following 60 different guidelines laid down by the Code of Practice, which cover areas such as the publishing of clear, concise, jargon-free and accurate communications, product literature and advertising, offering tailored advice and information to vehicle owners according to their requirements, having an in-house complaints process which allows the swift and fair resolution of customer disputes, and directing consumers to The Motor Ombudsman should complaints not be resolved between the two parties in the first instance.

The benefits of calling on expert assistance from The Motor Ombudsman's automotive industry-specific Alternative Dispute Resolution (ADR) service, is that it is highly experienced in helping to bring disputes to a close in an impartial setting, and looks to preserve a positive long-term business-consumer relationship. Furthermore, another significant advantage of engaging in The Motor Ombudsman's ADR process is that it is completely free of charge for consumers.

As part of their accreditation, Warranty First will equally be able to take advantage of other exclusive opportunities, namely the ability to attend The Motor Ombudsman's quarterly Code committee and industry insight meetings, exclusive webinars and events, and to be profiled on The Motor Ombudsman's popular website (TheMotorOmbudsman.org). Warranty First will also be eligible to be nominated by policy holders for one of the three coveted Motor Ombudsman Customer Service Star Awards available in the annual competition, which provide public recognition of those businesses that have gone above and beyond the call of duty in the eyes of consumers.

Bill Fennell, Chief Ombudsman and Managing Director of the Motor Ombudsman, said: "We are delighted to welcome Warranty First to our largest ever Vehicle Warranty Products Code portfolio, which has continued to go from strength to strength, as we have gone through the year. Warranty First is a highly- regarded business by consumers, and carries a positive industry reputation. We are therefore very pleased to have them on board, and look forward to working closely with them as a valued addition to our Code of Practice."

Charlie Whiston, Director at Warranty First, added: “Accreditation to The Motor Ombudsman reflects our core philosophy of putting the customer at the heart of everything that we do, and that we strive to ensure complete satisfaction at every touchpoint in their journey with us. Being a part of such a respected automotive authority, such as The Motor Ombudsman, puts our business in the spotlight as being a beacon of best practice, and one that gives customers peace of mind that they have free-of-charge access to an impartial and fair channel to support the resolution of any concerns that we cannot bring to a swift and mutually-agreeable conclusion in-house.”

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