



The Motor Ombudsman Annual Report

2022

Contents

Foreword from the Chief Ombudsman and Managing Director	3
1. About us	5
2. Our Mission, Vision, Values and Purpose	5
3. Our core roles within the automotive sector	6
4. How we stay impartial as an Ombudsman	7
5. Our four Motor Industry Codes of Practice	8
6. Our five key strategic imperatives	9
7. 2022: Our year in numbers	11
8. 2022: Our activity highlights by month	12
9. Overview of our key activities in 2022	13
10. Consumer contact volumes by Code (2020 – 2022)	14
11. Adjudication case volumes by Code (2020 – 2022)	16
12. Ombudsman final decisions by Code (2020 – 2022)	22
13. Consumer and business redress	23
14. Annual consumer survey highlights	25
15. Consumer complaints about The Motor Ombudsman	34
16. How complaints to The Motor Ombudsman are being addressed	39
17. Positive consumer testimonials about The Motor Ombudsman	40
18. Annual accredited business survey highlights	41
19. Accredited business compliance	42
20. Staff learning and development	45
21. Staff diversity and inclusion	46
22. The Motor Ombudsman Accounts: Finance Report	47
23. Our key areas of focus for 2023	49
Appendices	50
A1. The Motor Ombudsman’s Alternative Dispute Resolution process	51
A2. Benefits of The Motor Ombudsman for consumers and businesses	52
A3. Code of Practice performance summary	53
A4. Case studies - adjudication outcomes and final decisions	62
Contact	63

► **We announced the winners of our Garage Star trophies and inaugural Customer Service Star Awards**

Foreword from the Chief Ombudsman and Managing Director



Bill Fennell
Managing Director

I am pleased to present the Annual Report and Accounts for The Motor Ombudsman, for the year ending 31st December 2022.

► **Challenges of a new kind**

The start of the new year brought a renewed degree of optimism, thanks to the removal of the restrictions on the movement of people and goods that we all experienced in response to the COVID-19 pandemic.

However, as the economy began to find its feet again, a new challenge began to emerge, which subsequently became known as the “cost of living crisis”. There were already signs towards the end of 2021 that this was developing, but the marked rise in the cost of living dominated the headlines, presenting a challenge for three different prime ministers and four chancellors since January. As the year progressed, household budgets became increasingly stretched, as inflation soared to double digits, interest rates increased to their highest level since the 2008 financial crisis, fuel prices reached nearly £2 per litre, and grocery, gas and electricity bills all rose. This prompted our media campaign to emphasise the risks of motorists forgoing servicing their vehicle to save money, as more than half said in a [survey](#) that they may miss or delay routine maintenance, so as to be able to put food on the table.

From a motor industry perspective, parts shortages on global production lines, and supply issues in both the new and used car sectors were prominent, causing delays to deliveries, fewer trade-ins by consumers, and rising second hand prices on the nation’s forecourts. However, despite an unsettled economic backdrop in 2022, a growing preference amongst motorists to switch to battery power remained, shown by the one millionth new EV registration being announced in September – a milestone for UK automotive.

► **2022 was the busiest year ever for our organisation**

From a Motor Ombudsman perspective, 2022 has been our busiest year since we started our journey as the Ombudsman for the motor industry six

years ago. Whilst the volume of contacts received by our dispute resolution service has fallen by 25% this year to around 85,000 versus that seen in 2021, the number of cases created increased to circa 19,000, with around 6,400 of these being accepted into the service, reinforcing our standing as the leading ADR provider in the automotive sector.

Thanks to the continued improvements and efficiencies in the way we work, and further recruitment, we have been able to continue to drive down the time taken to adjudicate on a dispute. From the point when we have gathered the required evidence from both the consumer and business, the time taken is now down to 55 days – the second consecutive year this figure has fallen. This has contributed to our highest ever customer satisfaction score of 4.1 (out of a possible 5.0), and an improved Trustpilot rating that has reached 2.8 in 2022, putting us in the top quartile for Ombudsman and ADR services on the reviews platform.

► **Staff engagement is at its highest ever level**

Following a significant period of remote working during the COVID-19 pandemic, in 2022 we formalised our hybrid working policy. This has been well received by our team, and the combination of office and home working has seen productivity continuing to increase across all departments. With our focus on company culture and values, reinforcing our already-high staff engagement scores (94%), we have retained our Investors in People Silver accreditation, and are now working towards achieving Gold status.

Acting on feedback gathered in our annual accredited business survey, we have expanded our Business Services team, and completed the largest ever number of business compliance assessments. Furthermore, following the decision by government towards the start of the year to maintain accreditation to an ADR body as voluntary rather than mandatory for businesses, we took the proactive decision to recruit our first New Business Manager. Since joining, he has actively generated multiple leads, which we

expect to come to fruition during 2023, thereby expanding the availability and awareness of ADR to a broader consumer audience.

► **We continued to grow awareness of our organisation**

Building awareness of The Motor Ombudsman and increasing our online presence remained a core priority in 2022. We therefore enhanced our popular Knowledge Base, refining existing content, and adding a new dedicated category to answer frequently asked questions about [The Motor Ombudsman](#) by consumers and the media alike. In addition, a new [EV Resource Hub](#) was also added to bring together all of our electric vehicle news, data and case studies on to a single portal for the first time.

The year culminated with our 2022 Star Awards, where around 1,500 consumer nominations were received in this year's contest – about 400 more than in 2021. After these were whittled down to the final few, judges chose the [Roadside \(Garages\) Kia dealership](#) in Northern Ireland as

the overall National Garage Star Award winner, which attracted widespread press coverage, and lays a solid foundation as the competition continues to grow.

► **Turning our attention to 2023**

Looking ahead to 2023, we have a number of new and exciting initiatives in the pipeline for launch in the coming months, which all aim to continue our work to improve our service delivery to consumers and businesses. It will also be another year of celebration, as we mark the 15th anniversary since our comprehensive Service and Repair Code was unveiled in 2008.

In addition, in keeping with our role as an Ombudsman to report on industry trends and insight, we will be publishing further thought leadership papers, looking at subjects, such as the impact of the cost of living crisis on disputes, and the main drivers of complaints in relation to electric vehicles, as ownership of battery-powered cars gathers pace.



1. About us

Established in 2016, The 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..



2. Our Mission, Vision, Values and Purpose

Our Mission, Vision, Values and Purpose sit at the heart of our company culture, the work that we do, and the services that we provide to businesses and consumers. They also play a key role in helping us to support our objective of attracting and retaining employees that are of a high calibre.

Our Mission

To provide the best Ombudsman & dispute resolution service through passionate, engaged people driving excellence in customer service across the automotive sector.

◀ Our **Mission** is the driver behind how we will achieve our long-term Vision of being the leading Ombudsman and dispute resolution body. We will be doing this by providing the best dispute resolution service through passionate, engaged people driving excellence in customer service across the automotive sector.

Our Vision

To be the leading Ombudsman and dispute resolution body, by excelling in every aspect of our service, being recognised for the quality of our work, and inspiring total consumer confidence across the automotive industry.

◀ Our **Vision** provides greater clarity to our long-term goal and how we envisage our future, thereby helping our staff to feel driven and positive to achieve the destination that we are ultimately looking to reach as an organisation. Our Vision is to be the leading Ombudsman and dispute resolution body, by excelling in every aspect of our service, being recognised for the quality of our work, and inspiring total consumer confidence across the automotive industry.

Our Values

We take great **PRIDE** in everything we do, inspiring total trust and confidence in our staff, our customers, and our accredited businesses.

◀ Our **Values** have been redefined to resonate with what is important to our staff and the way they interact and connect with one another, our customers, our accredited businesses and our suppliers. We adopted the **PRIDE** abbreviation for our five Values to reflect the approach, behaviour and attitude of staff. i.e. they feel proud to be part of The Motor Ombudsman and have pride in the work that they do.



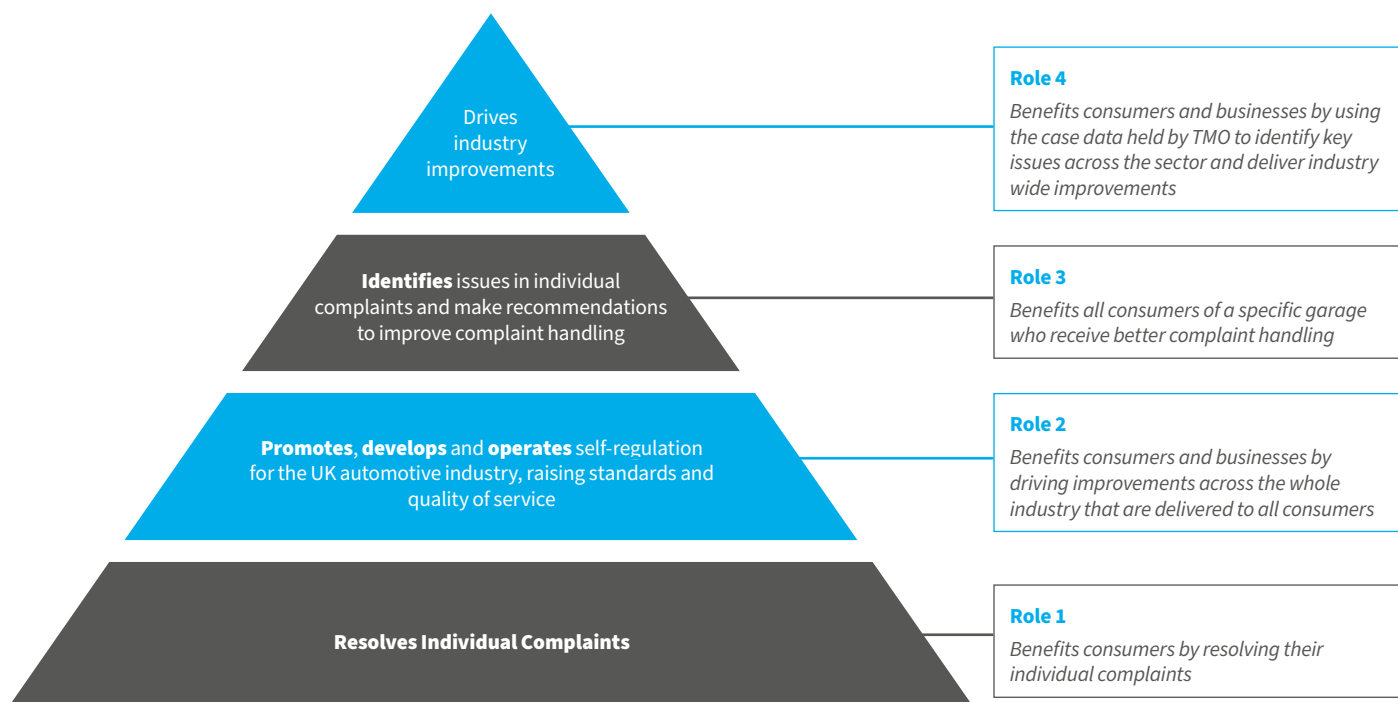
Our Purpose

To drive standards, promote integrity, and to build confidence and trust in a way that continually improves everyone's experience of the motor industry.

◀ Our **Purpose** has been designed to clearly explain what we are here to do as the Ombudsman for the automotive sector, which is namely to promote integrity, and to build confidence and trust in a way that continually improves everyone's experience of the motor industry.

3. Our core roles within the automotive sector

Whilst The Motor Ombudsman looks to resolve complaints between consumers and accredited businesses, this forms only part of our core responsibilities as an Ombudsman. We are tasked specifically with the self-regulation of the UK automotive industry, and to identify key issues to assist in driving even higher standards throughout the consumer purchase and ownership experience, at an independent garage, dealership, vehicle manufacturer and warranty level, and across the automotive industry as a whole.



4. How we stay impartial as an Ombudsman

Impartiality lies at the heart of what we do, which means that we treat consumers and businesses equally, and show no element of bias towards either party when coming to a decision.

To help maintain our impartiality, we are overseen by several independent entities to ensure that our work is fair at all times, and is based on all the facts presented to us.

The graphic below illustrates the core areas of governance that drive our [impartiality](#).



*The Motor Ombudsman's Board of Directors includes an independent Chair and Non-Executive Directors from outside of the automotive sector. The role of the Chair is to ensure The Motor Ombudsman's compliance with OA and CTSI requirements, and that The Motor Ombudsman has a clear strategy for the delivery of service standards.

Non-Executive Directors are elected to offer independent and impartial insight and guidance to help The Motor Ombudsman achieve its short and long-term customer, commercial and financial objectives.

5. Our four Motor Industry Codes of Practice

The Motor Ombudsman's four comprehensive CTSI-approved [Motor Industry Codes of Practice](#) cover the entire customer purchase and vehicle ownership experience, and commit accredited businesses to higher operating standards than those required by law.



First launched in 1976, and endorsed by the Office of Fair Trading (OFT) in **2004**, the **Motor Industry Code of Practice for New Cars** ensures that vehicle manufacturers supply new cars and warranties to consumers responsibly. The Code helps to safeguard new car buyers from misleading advertising, and ensures that documentation supplied to consumers is easy to understand, that the terms of a warranty will be respected, and that any complaints will be handled swiftly.



The **Motor Industry Code of Practice for Service and Repair**, introduced in **2008**, ensures that consumers receive an honest and fair service when visiting an accredited business' premises for work or repairs on their vehicle. It covers the use of clear advertising, open and transparent pricing, completing extra work only with prior agreement, and the use of competent and qualified staff. All businesses accredited to the Service and Repair Code can be found on The Motor Ombudsman's online [Garage Finder](#).



Unveiled in **2009**, the **Motor Industry Code of Practice for Vehicle Warranty Products** aims to provide guidelines for the supply of automotive warranties, including coverage of both insured and non-insured products. The Code currently represents about 70% of the industry's major providers that administer over two million products to consumers.



Launched in **2016**, the **Motor Industry Code of Practice for Vehicle Sales** focuses on the sale of both new and used cars at an accredited garage, dealership or used car outlet, as well as the supply of finance and warranties. It covers areas, such as the use of transparent wording of advertising and pricing, clear and transparent invoicing, and that the sale of a used car is supported by a vehicle provenance check to ensure that it has not been stolen, written-off and is free of any outstanding finance payments. Businesses accredited to the Vehicle Sales Code can be found on The Motor Ombudsman's online [Garage Finder](#).

6. Our five key strategic imperatives

As well as our Mission, Vision, Values and Purpose, we also have a platform of five key imperatives that cover the core aspects of our business. They are as follows:

1. To raise awareness of The Motor Ombudsman amongst consumers in the UK

- Consumers and businesses recognise The Motor Ombudsman as the “*Industry Quality Mark*” and the “go-to” organisation for quality garages, dealerships and automotive-related businesses.
- The Motor Ombudsman is seen as the authority for resolving motoring-related disputes.
- The Motor Ombudsman is endorsed by all accredited businesses and key stakeholders.

We looked to achieve this by:

- ▶ Undertaking marketing, PR and social media initiatives to increase the volume of consumers that recognise The Motor Ombudsman as the automotive sector’s “Quality Mark” and the authority for resolving motoring-related disputes.

2. To demonstrate our effectiveness as an Ombudsman and communicate the value of what we offer to businesses and consumers

- The Motor Ombudsman will have a clear, compelling and tailored business case communicated effectively across all accredited businesses, with The Motor Ombudsman’s Alternative Dispute Resolution (ADR) service embedded into their complaints process¹.
- The Motor Ombudsman will provide consistent and regular engagement with accredited businesses, and supply market and individual insight, best practice as well as performance and activity reports.

We looked to achieve this by:

- ▶ Making our processes and working practices more streamlined and efficient to deliver faster case outcomes for consumers and businesses;
- ▶ Providing consistent and regular engagement with our accredited businesses;
- ▶ Supplying insight to the industry, best practice guidelines and marketing opportunities for businesses, as well as annual performance reports detailing our activities;
- ▶ Growing the scope of content on our popular online Knowledge Base on our website to provide consumers with helpful information and advice when they need it;
- ▶ Continuing to source and increase the volume of testimonials on our website to illustrate how our service has been effective for businesses and consumers; and
- ▶ Delivering events and online webinars to our accredited businesses to reinforce the value of the services provided by The Motor Ombudsman, and to provide insight into the experiences of consumers to raise service levels.

¹ Alternative Dispute Resolution (ADR) is defined as a method of resolving a dispute fairly between consumers and businesses without having to go through the legal (court) process.

3. To deliver excellence as an organisation

- The Motor Ombudsman will provide an environment which attracts, develops and retains the best talent.
- The Motor Ombudsman will have clearly defined efficient processes and a continuous improvement culture.
- The Motor Ombudsman will be supported by effective IT systems to deliver the business objectives.
- The Motor Ombudsman will continually strive to provide and improve service levels to consumers and businesses, which are consistent across the organisation.
- The Motor Ombudsman will be fully compliant with the Codes of Practice, ADR Regulations and all governance requirements.
- The Motor Ombudsman will improve staff, customer and business satisfaction at every stage of the dispute resolution process.

We looked to achieve this by:

- ▶ Continuing to invest in our case management systems;
- ▶ Building on our training programmes, particularly for new starters, to ensure the quality of the work we deliver is of the highest standard; and
- ▶ Refreshing our quality assurance frameworks to ensure we have sufficient and robust oversight of our work across the organisation.

4. To grow the number of businesses accredited to us in order to provide increased market coverage for consumers across the UK

- The Motor Ombudsman is the dominant authority for ADR and setting and raising industry standards and performance across core, adjacent and future markets related to the automotive sector.
- The Motor Ombudsman's ADR services are available to the highest possible number of automotive consumers, and at no cost to them.
- The Motor Ombudsman will partner strategically with other automotive organisations to increase accredited business volume.

We looked to achieve this by:

- ▶ Adopting a specific focus on growing the number of independent garages and vehicle manufacturers accredited to us, thus providing consumers with an even wider choice of Motor Ombudsman-accredited businesses across the UK.

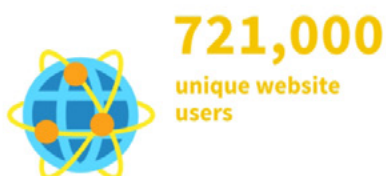
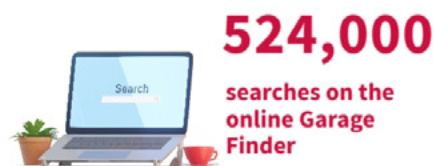
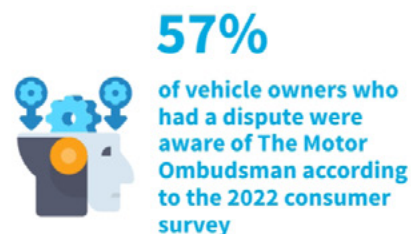
5. To ensure the financial security of The Motor Ombudsman

- As a not-for-profit organisation, accreditation and case fees will cover The Motor Ombudsman's base operating costs.

We looked to achieve this by:

- ▶ Managing our budget effectively in line with our long-term strategy. As an Ombudsman, this allows us to maintain a free-of-charge service for consumers, and to evolve our organisation in line with customer demand.

7. 2022: Our year in numbers



8. 2022: Our activity highlights by month

January

- ▶ [Warranty Solutions Group](#) joined the Vehicle Warranty Products Code.
- ▶ TMO released results of its [survey of service and repair businesses](#) revealing that staff shortages were the main challenge in 2021.

February

- ▶ TMO's [Knowledge Base](#) hit **one million** views since launching in 2019.
- ▶ TMO passed Code of Practice audits by **CCAS**.
- ▶ TMO published the main causes of [EV consumer disputes](#) in 2021.

March

- ▶ [Care by Volvo](#), and [The Motoring Organisation](#) gained accreditation to TMO's Codes of Practice.
- ▶ TMO hosted a webinar on **EV** consumer complaints.
- ▶ Members of **ICAP** met with TMO.

April

- ▶ TMO ran a **broadcast** campaign to highlight the importance of [vehicle servicing](#).
- ▶ TMO published its 2021 [ICAP Report](#).
- ▶ TMO welcomed its first **New Business Manager**.

May

- ▶ TMO released the Second Edition of its [#JustPassed](#) guide for new drivers.
- ▶ TMO attended the BSI launch of the **International Standard on Consumer Vulnerability** (ISO 224558:2022).

June

- ▶ TMO launched its online [EV Resource Hub](#).
- ▶ TMO's Knowledge Base recorded over **416,000** article views in the first half of 2022.
- ▶ TMO exhibited at the first **UK Garage & Bodyshop Event** in Birmingham.

July

- ▶ A new Knowledge Base category on The Motor Ombudsman was published.
- ▶ TMO hosted a webinar with **Auto Trader** on the **used car** market.
- ▶ Members of **ICAP** met with TMO.

August

- ▶ TMO ran a summer social media competition.
- ▶ TMO published [tips](#) on new car purchases ahead of the '**72 registration**' series.
- ▶ TMO met with the CMA as part of a review of the **Block Exemption Regulation**.

September

- ▶ TMO's enhanced 2022 [Star Awards](#) were launched.
- ▶ TMO attended the **CCAS Code Sponsors Forum**.
- ▶ TMO was awarded **Investors in People Silver Status** for the second consecutive year.

October

- ▶ TMO launched a campaign to urge consumers to read [warranty terms](#).
- ▶ TMO held its first **case** clinic-style webinar.
- ▶ TMO marked **OmbudsDay** on [social media](#) with a series of ombudsman Q&As.

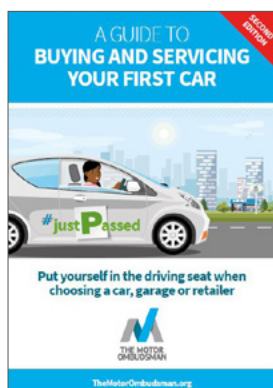
November

- ▶ TMO updated its Vulnerability framework.
- ▶ TMO presented the Customer Service trophy to MotorServ UK at the [Servicesure Awards](#).
- ▶ TMO announced the 2022 [Star Award](#) winners.

December

- ▶ TMO hosted a webinar on **consumer complaints**.
- ▶ Members of **ICAP** met with TMO.
- ▶ TMO handled more than **104,000** contacts and accepted nearly **6,400** cases for adjudication in 2022.

9. Overview of our key activities in 2022



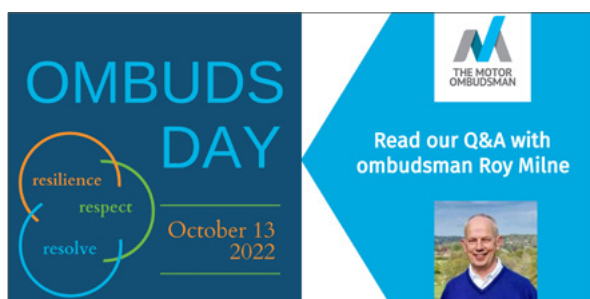
► We released our updated #JustPassed guide for new drivers

In **May**, we published the Second Edition of our online [#JustPassed guide](#), which has been designed to highlight key considerations for new drivers when looking to purchase their first car, or when needing to get it serviced.

The updated version incorporates new content on areas, such as buying an electric vehicle and hybrid car, and towing a trailer, whilst also sporting a refreshed, easy-to-navigate, and smartphone-friendly design. Integrated links to view information on The Motor Ombudsman's website (TheMotorOmbudsman.org) and on sites of other motoring organisations, equally aim to provide a greater degree of reader interaction.

► We unveiled our new standalone EV Resource Hub

In **June**, we launched our new electric vehicle (EV) hub on our website named "[TMO EVolve](#)". The objective of introducing the online resource was to provide consumers and businesses with the ability to view EV-related information, such as news, infographics, and case studies, in one single, easy-to-navigate area.



► We marked OmbudsDay with an ombudsman showcase

In **October**, we marked OmbudsDay with a series of "Getting to Know" Q&A-style interviews with the four members of our [ombudsman team](#). The idea behind this initiative was to commemorate this annual occasion by providing an insight into the daily work of ombudsmen, what attracted them to the motor industry, as well as offering a glimpse into the hobbies and interests of each of the individuals.

► We announced the winners of our coveted 2023 Star Awards

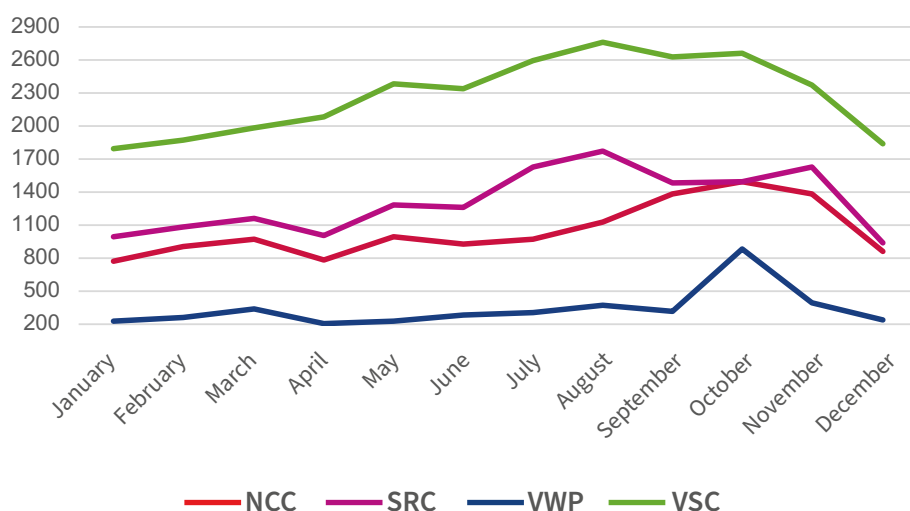
In **November**, we crowned the winners of our 2023 Garage Star and Customer Star Awards after receiving around 1,500 nominations for businesses and individual team members. In a first for the awards, judges named a franchise dealership as the recipient of the sought-after National Garage Star Award, after being won by independent garages the two previous years. The name etched on to the 2022 trophy was [Roadside \(Garages\) Kia](#) in Northern Ireland.



10. Consumer contact volumes by Code (2020 – 2022)

	2020	2021	2022	2022 v 2021
Vehicle Sales Code	20,822	45,821	27,305	▼ 18,516 (-40%)
Service and Repair Code	13,136	24,316	15,690	▼ 8,626 (-35%)
New Car Code	8,729	15,453	12,551	▼ 2,902 (-19%)
Vehicle Warranty Code	1,871	4,054	4,019	▼ 35 (-1%)
TOTAL	44,558	89,614	59,565	▼ 30,049 (-34%)

Consumer contact volumes by Code in 2022



Vehicle Sales Code:
40% decrease (-18,516) v 2021

Service and Repair Code:
35% decrease (-8,626) v 2021

New Car Code:
19% decrease (-2,902) v 2021

Vehicle Warranty Products Code:
1% decrease (-35) v 2021

► Consumer contact volume analysis

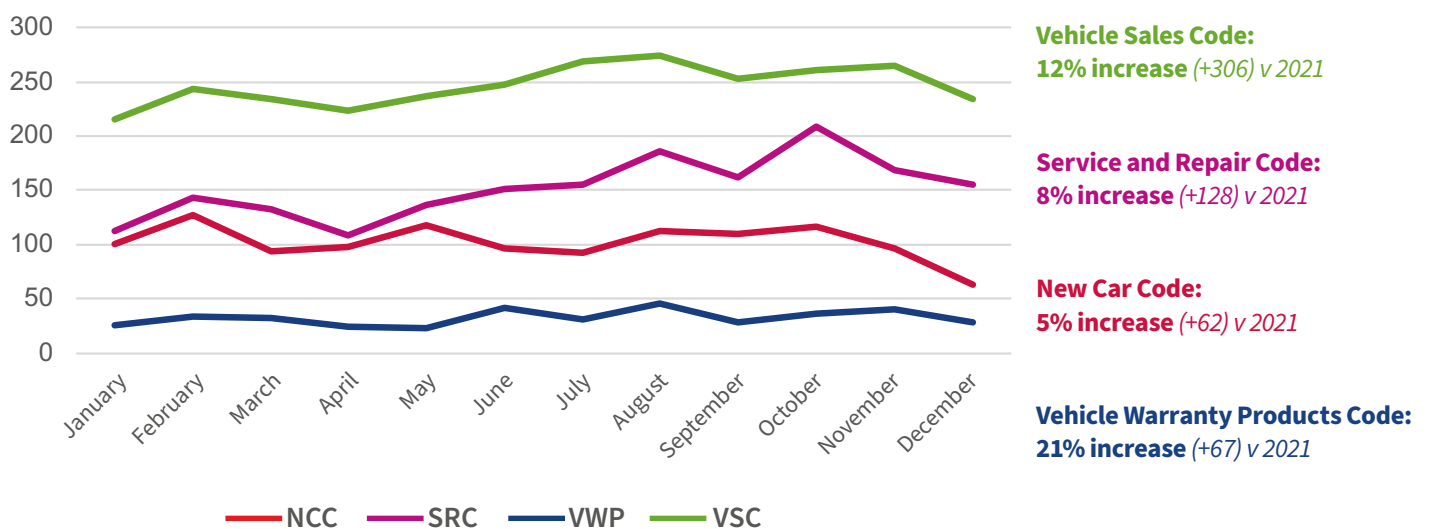
- In contrast to 2021, which saw a three-year high (**89,614**) in Code-related contacts following the loosening of COVID-19 restrictions, 2022 witnessed a reversal in this trend with a **34%** fall overall to **59,565** contacts, with drops for all Codes. This may be attributed to a reduction in repeat contacts by consumers due to more proactive communication by The Motor Ombudsman and a higher volume of calls answered at the first point of contact, the clearing of the backlog of older cases caused by COVID-19, as well as the redefinition of internal processes to drive greater efficiency across the dispute resolution service.
- The majority of concerns raised by consumers relate to manufacturer network businesses and newer vehicles in the market (around two to four years of age) i.e. the Vehicle Sales Code, meaning the Service and Repair Code contacts and extended warranty contacts reported smaller decreases as there was a lower volume of contacts relating to these areas.
- In 2022, consumer contacts relating to The Motor Ombudsman's four Motor Industry Codes of Practice peaked in October, with **6,540** received in a single month (down from the high of 8,996 in March 2021). August was the second busiest month with a total of **6,026** contacts, followed by November (**5,765**). Conversely, January was the quietest period with **3,776** contacts, as consumers returned from the Christmas holiday break.
- The **Vehicle Sales Code** witnessed the biggest drop (**40%**) in related contacts from consumers. This reflects the fact that the largest proportion of contacts received by The Motor Ombudsman stem from a new or used car purchase, and both were impacted by supply constraints and delayed deliveries in 2022, as the knock-on effect of the pandemic persisted.
- The **Service and Repair Code** followed a similar trend to the Vehicle Sales Code, with a 35% decrease in the volume of contacts in 2022 (**15,690**) compared to 2021 (**24,316**).
- The **New Car Code** saw the third largest annual fall in contacts (**19%**) to 12,551, but complaints nevertheless remained high in respect to new car warranties, as consumers held on to their cars for longer, therefore driving more concerns when making a claim.
- The **Vehicle Warranty Products Code** saw the smallest year-on-year fall in contacts about extended warranties, dropping only 1% to **4,019** – off the three-year-high of 4,054 recorded in 2021. These related to concerns about their policy and claims process when encountering an issue with their vehicle.



11. Adjudication case volumes by Code (2020 – 2022)

	2020	2021	2022	2022 v 2021
Vehicle Sales Code	2,753	2,652	2,958	▲ 306 (+12%)
Service and Repair Code	2,097	1,693	1,821	▲ 128 (+8%)
New Car Code	1,006	1,164	1,226	▲ 62 (+5%)
Vehicle Warranty Code	364	321	388	▲ 67 (+21%)
TOTAL	6,220	5,830	6,393	▲ 563 (+10%)

Adjudication case acceptance volumes by Code in 2022



► Adjudication case volume analysis

- Overall, for all four Codes of Practice, the number of cases passed to adjudicators increased by **10%** from 5,830 in 2021 to **6,393** in 2022 – its highest point in three years – which could be put down to a combination of factors, namely the streamlining of how a consumer submits a dispute using new technologies, which saw the introduction of a more user-friendly process, and a greater amount of cases being logged as a result. This increase can also be put down to an expanded accreditation network.
- The **Vehicle Warranty Products Code** saw the largest relative year-on-year growth (**21%**) out of the four Codes in terms of the number of cases being passed to adjudicators, as cases hit a three-year high of 388 in 2022 versus 328 in 2021. This is expected, given an expanded portfolio of businesses accredited to the Code.
- Conversely, the **New Car Code** saw the smallest annual rise in adjudication case volumes at just 5%, which related predominantly to claims under warranty for faults consumers deemed to be covered under the policy.
- The **Service and Repair Code** saw an 8% year-on-year jump, increasing from 1,164 to 1,226 cases between 2021 and 2022, which could be due to cars being kept for longer, and more people reporting issues with their vehicles due to raised pressures on household budgets and an increased desire to recoup any losses.
- At **2,958** cases, the **Vehicle Sales Code** remains the busiest in terms of the number of cases being put forward to The Motor Ombudsman's adjudication team, up 12% versus 2021, as more consumers look to claim for faults that have stemmed from issues relating to the build of the vehicle when outside the manufacturer's warranty.

11.1 Total adjudication cases by Code as a percentage of UK new car registrations, used car transactions, and total UK car parc (where applicable)

	Total adjudication case volume in 2022	Cases as a percentage of new car registrations and used car transactions in 2022*	Cases as a percentage of new car registrations in 2022**	Cases as a percentage of total vehicle parc in 2022***
Vehicle Sales Code	2,958	0.035% (0.028% in 2021)	-	-
Service and Repair Code	1,821	-	-	0.005% (0.004% in 2021)
New Car Code	1,226	-	0.08% (0.07% in 2021)	-
Vehicle Warranty Code	388	0.005% (0.003% in 2021)	-	-

* Total new car registrations (**1,614,063**) and used car transactions (**6,890,777**) in the UK in 2022 (source: SMMT): **8,504,840**

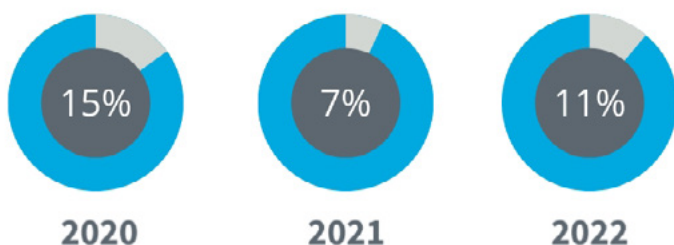
** Total new car registrations in the UK in 2021 (source: SMMT): **1,647,063**

*** Total car parc in the UK in 2022 (source: SMMT): **35,148,045**

- ▶ **Vehicle Sales Code** cases represented a small proportion of total new car registrations and used car transactions in 2022, at just **0.035%**, up from 0.028% in 2021, and 0.033% in 2020.
- ▶ **Service and Repair Code** cases accounted for **0.005%** of the total UK car parc in 2022, which is slightly more than the figure of 0.004% in 2021.
- ▶ **New Car Code** cases accounted for **0.08%** of all UK new car registrations in 2022, similar to the figure reported a year earlier (0.07%).
- ▶ Cases in relation to the **Vehicle Warranty Products Code** equated to 0.005% of total new car registrations and used car transactions in 2022, a minimal increase from 0.003% in 2021.

11.2 Contact to case escalation (2020 – 2022)

- ▶ In 2022, the average escalation ratio from a contact to a case across the four Codes of Practice increased to **11%**, nearing the figure of 15% seen in 2020, and rising from the three-year low of 7% in 2021.



Case to contact escalation rates by Code of Practice (2022):

- ▶ **Vehicle Warranty Products Code: 10%**
- ▶ **New Car Code: 10%**
- ▶ **Service and Repair Code: 12%**
- ▶ **Vehicle Sales Code: 11%**



11.3 Percentage of cases handled by Code breach

The following tables outline the percentage of cases that were generated by the respective breaches of The Motor Ombudsman's four Codes of Practice between 2020 and 2022.

11.3.1 Vehicle Sales Code

Source of breach	2020	2021	2022	Trend (2022 v 2021)
1.0 Advertising	6%	5%	5%	-
2.0 Presentation of used cars for sale	6%	9%	8%	▼
3.0 Presentation of new cars for sale	1%	1%	1%	-
4.0 The vehicle sales process	6%	6%	5%	▼
5.0 Provision of warranty products	6%	2%	2%	-
6.0 Provision of finance products	1%	0%	0%	-
7.0 Quality of a vehicle at the point of purchase	58%	34%	32%	▼
8.0 Aftersales support	9%	36%	44%	▲
9.0 Complaints handling	7%	7%	3%	▼

- ▶ At nearly half (**44%**) of total Vehicle Sales Code breaches recorded in 2022, aftersales support (8.0) was once again the subject of the largest proportion of Vehicle Sales Code cases, rising nearly five-fold from the figure reported in 2020 (9%).
- ▶ For the second consecutive year, the quality of a vehicle at the point of purchase (7.0) represented the second biggest breach of the Vehicle Sales Code during 2022 (**32%**), but saw a further two percentage point drop compared to 2021 (34%).
- ▶ Conversely, breaches relating to the presentation of used cars (2.0), the vehicle sales process (4.0), the quality of a vehicle at the point of purchase (7.0), and complaints handling (9.0), also saw small year-on-year **decreases**, with the latter (5.0) falling from 7% to 3%.

11.3.2 New Car Code

Source of breach	2020	2021	2022	Trend (2022 v 2021)
1.0 Advertising	16%	8%	5%	▼
2.0 New car provisions	7%	2%	0%	▼
3.0 Manufacturers' new car warranties	70%	72%	84%	▲
4.0 Availability of replacement parts and accessories	4%	8%	7%	▼
5.0 Complaints handling	4%	10%	5%	▼

- Encouragingly, four out of five breach categories saw **a decline** in 2022 versus 2021, with manufacturer new car warranties (3.0) the exception to this trend.
- These continued to account for the largest source of New Car Code cases in 2022, with breaches in this area at a three-year high of **84%**, which was up on the figures of **72%** and **70%** reported in 2021 and 2020 respectively.
- New car advertising (1.0) breaches saw a positive three percentage point decrease in 2022 (**5%**) relative to those recorded in 2021 (8%).
- Breaches pertaining to the handling of customer complaints by a vehicle manufacturer (5.0), and the availability of replacement parts and accessories (4.0), also saw encouraging decreases in the volume of breaches, bucking the rising trend between 2020 and 2021.
- For the first time in three years, there were **no** new car provisions breaches (2.0), a positive development, considering they were up at 7% in 2020.

11.3.3 Service and Repair Code

Source of breach	2020	2021	2022	Trend (2022 v 2021)
1.0 Advertising	3%	3%	1%	▼
2.0 Booking in of a vehicle	22%	11%	9%	▼
3.0 Standard of work	47%	68%	76%	▲
4.0 Billing	9%	4%	4%	-
5.0 Approach of staff	9%	4%	6%	▲
6.0 Complaint handling	10%	10%	4%	▼

- Breaches pertaining to the standard of work carried out on a customer's vehicle (3.0) remained the leading source of breaches at **76%** of those recorded in 2022 – a slightly higher figure than what was seen the previous year (68%).
- On an annual basis, the approach of staff (5.0) also drove a negligible rise in the proportion of overall breaches, from 4% in 2021, to **6%** in 2022, but was still lower than what was seen in 2020 i.e. 9%.
- Issues in relation to the booking in of a vehicle (2.0) and the handling of complaints (6.0) saw an encouraging drop, whilst billing remained static at **4%** as a proportion of all the Service and Repair Code breaches recorded by The Motor Ombudsman in 2022.

11.3.4 Vehicle Warranty Products Code

Source of breach	2020	2021	2022	Trend (2022 v 2021)
1.0 Advertising	2%	4%	2%	▼
2.0 Point of sale	33%	10%	8%	▼
3.0 Clarity of information	43%	36%	70%	▲
4.0 Claims handling	21%	40%	13%	▼
5.0 Service Contracts, Guarantees and Non-insured Products	0%	2%	1%	▼
6.0 Insured Products	0%	8%	0%	–
7.0 Complaints handling	0%	8%	6%	▼

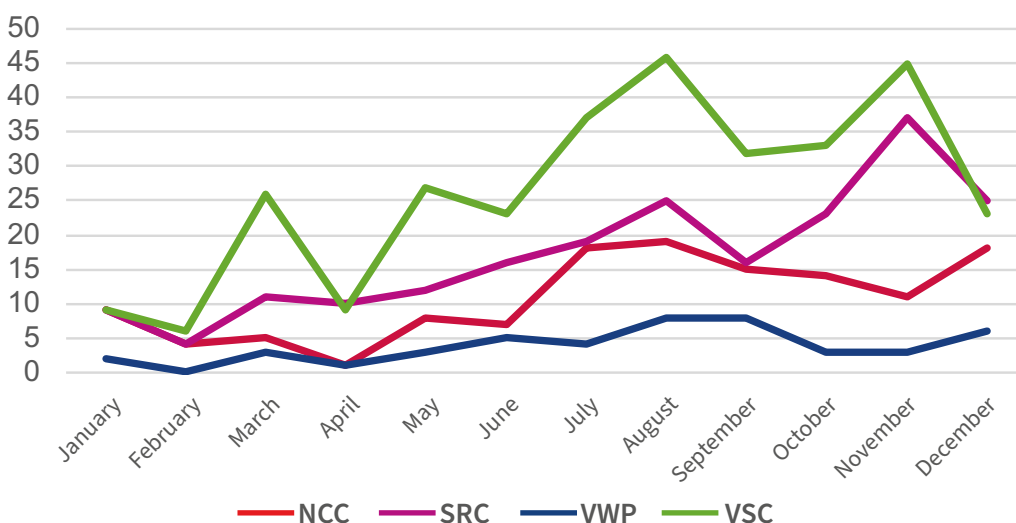
- ▶ Reflecting the trend seen in 2020, businesses not providing accurate advice and information to customers at the time of purchase of a policy (3.0), caused the largest amount of breaches of the Code in 2022 at **70%**, more than double the percentage recorded the previous year (36%).
- ▶ In contrast to what was witnessed in 2021, there were fewer breaches in respect to the handling of claims (4.0) at just **13%**, compared to 40% the year before, and mirrors the figure of 21% recorded in 2020.
- ▶ Point of sale breaches (2.0), also saw a slight drop from 10% in 2021 to **8%** in 2022 – the lowest figure in three years, after reaching a three-year-high of 33% in 2020, thereby showing continued progress by businesses in this area.



12. Ombudsman final decisions by Code (2020 – 2022)

	2020	2021	2022	2022 v 2021
Vehicle Sales Code	222	228	316	▲ 88 (+39%)
Service and Repair Code	124	99	207	▲ 108 (-21%)
New Car Code	104	141	129	▼ 12 (-9%)
Vehicle Warranty Code	30	32	46	▲ 14 (+44%)
TOTAL	480	500	698	▲ 198 (+40%)

Final decisions by Code in 2022



Vehicle Sales Code:

39% increase (+88) v 2021

Service and Repair Code:

109% increase (+108) v 2021

New Car Code:

9% decrease (-12) v 2021

Vehicle Warranty Products Code:

44% increase (+14) v 2021

► Ombudsman final decisions analysis

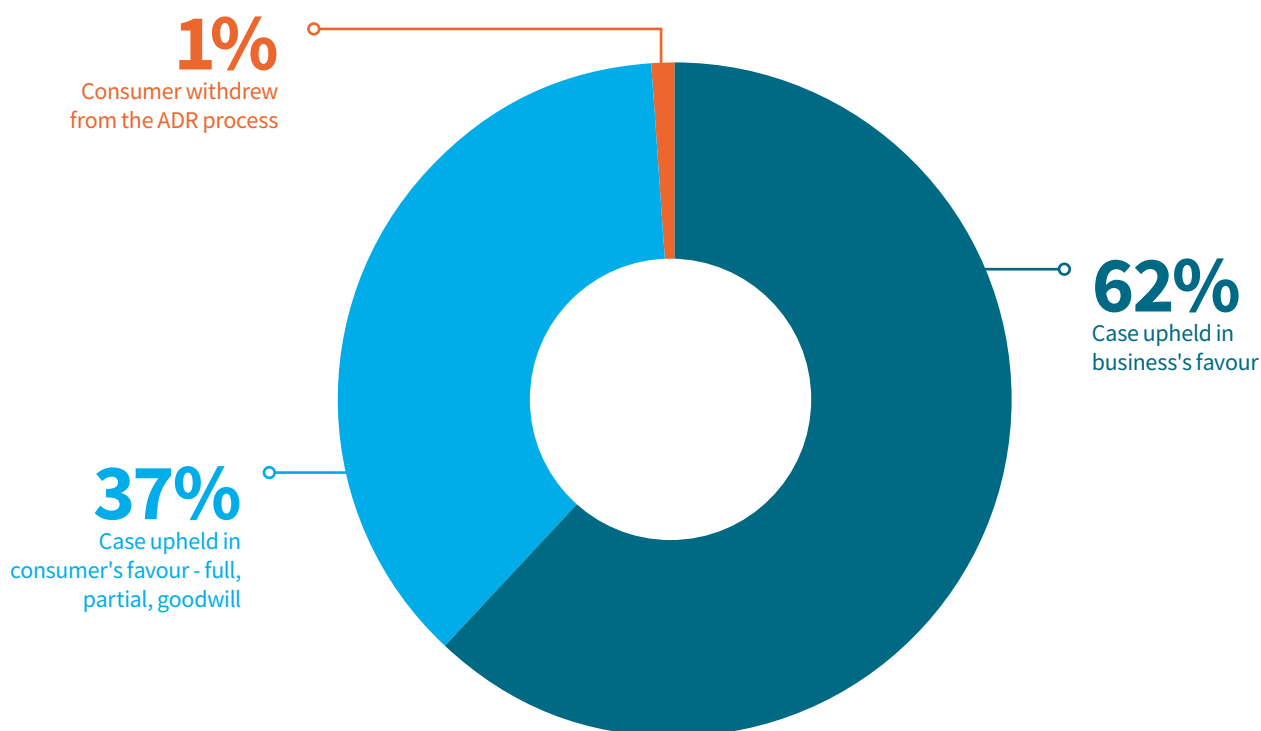
- ▶ The number of final decisions made across The Motor Ombudsman's four Codes of Practice saw a marked **40%** increase in the quantity delivered to businesses and consumers in 2022 compared to 2021, rising year-on-year from 500 to **698**.
- ▶ This was the result of an **expansion** of the ombudsman team, and a greater **focus** on this part of the dispute resolution process to deliver higher volumes of decisions, and address the backlog in this area that had built up.
- ▶ In contrast to 2021, where the **Service and Repair Code** saw a 21% drop in final decisions, this trend was reversed in 2022, with a 109% increase year-on-year, from 99 to 207 final decisions respectively. This demonstrates the large strides that have been made in raising service levels in this area.
- ▶ After reporting a 36% rise in final decisions between 2020 and 2021, the **New Car Code** saw a very slight **9% decline** in the

number delivered (129 in 2022 compared to 141 in 2021), as a greater focus was placed on Codes with higher volumes of outstanding final decisions.

- ▶ Final decisions related to the **Vehicle Warranty Products Code**, which sees the least number of cases, also increased slightly year-on-year from 32 to 46 – an uplift of 44%, and is also higher than the volume of 30 seen in 2020.
- ▶ **Vehicle Sales Code** final decisions saw a more significant annual rise in the number delivered in 2022 versus 2021 (38%), when compared to the relatively small 3% increase from 2020 to 2021. With **316** final decisions in 2022 – more than any other of The Motor Ombudsman's Codes, this reflects the fact that sales disputes still form the majority of cases worked on by the in-house ombudsman team, and often attracts the greatest volume of final decisions, especially when high-value purchases are at stake.

13. Consumer and business redress

► The proportion of case outcomes awarded / cases withdrawals for all Codes



After reviewing the case outcome categories seen in previous years, lack of evidence (2% in 2021) was considered to fall into the same category as a case being upheld in the business's favour as an outcome, and has therefore been incorporated into this data due to it being a marginal number on its own merits.

Similarly, following the end of Covid-19 lockdown periods in 2021, 2022 saw a significant increase in the demand for The Motor Ombudsman's service, and speed of response, thereby significantly reducing the volume of cases withdrawn by consumers to circa 1% (from 14% in 2021).

NB: There are a variety of reasons for why The Motor Ombudsman does not uphold complaints across its Codes of Practice. Some examples include:

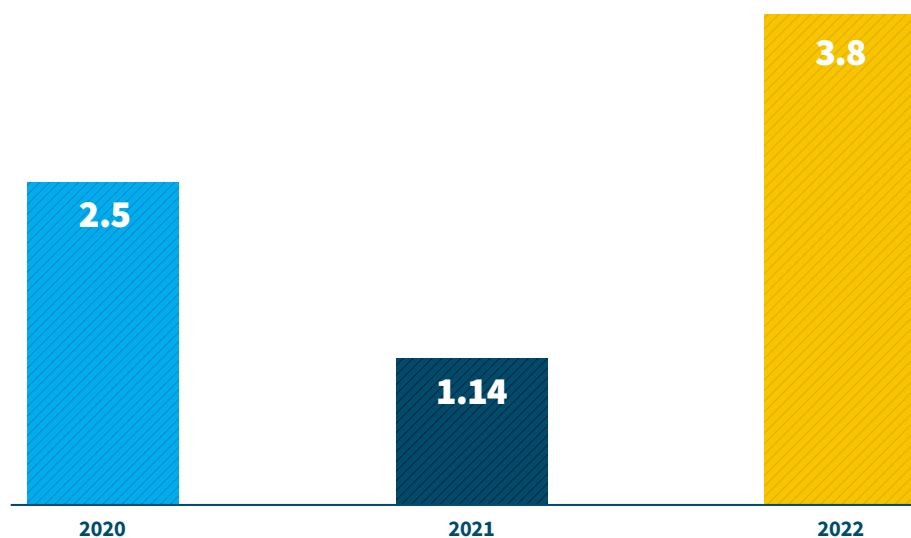
- Insufficient evidence, particularly technical, being provided to support the complaint;
- Complaints about minor defects that do not make vehicles of unsatisfactory quality or unfit for purpose; and
- Faults being due to normal wear and tear or caused by other external influences.

Case outcome summary:

Where Motor Ombudsman cases were upheld in favour of the consumer, and where a value was attributed to the award given to them (e.g. a refund), consumers received almost **£3.8 million** in redress. This is a significant increase compared to the two preceding years, where £1.14 million and £2.5 million were awarded in 2020 and 2021 respectively. This is most likely due to the majority of cases being about the Vehicle Sales Code, which tends to have the highest claim value as a result of the nature of the dispute.

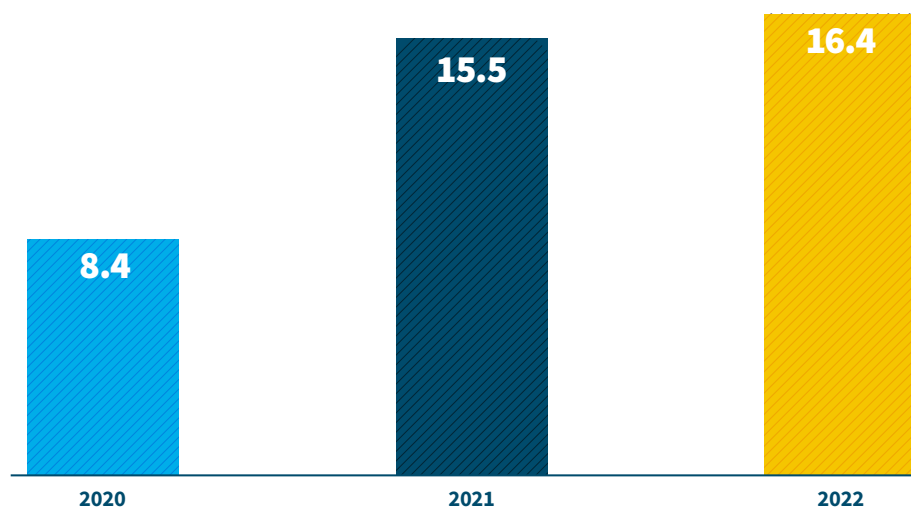
The notable fall in the value of awards attributed to consumers in 2021, was likely due to the large number of cases withdrawn, as businesses settled them in the first instance, due to the pandemic.

► The total value of awards (£ million) attributed to consumers (2020 – 2022)



The amount claimed by consumers, but not awarded, was **£16.4 million** (e.g. requests to reject a vehicle, which has become more prominent in the cost of living crisis), compared to **£15.5 million** in 2021 and **£8.40 million** in 2020. Similarly, this increase is most likely due to rejection requests being denied, which are the highest value disputes considered by The Motor Ombudsman, and are often where alternative remedies can be found that are more proportionate. This can include, for example, repairing the vehicle or a price reduction to take into account the issue that was experienced.

► The total value of awards (£ million) attributed to businesses (2020 – 2022)



14. Annual consumer survey highlights

The Motor Ombudsman conducts annual barometer surveys of consumers and its accredited businesses, as a measure of awareness and the satisfaction of the services that it provides year on year.

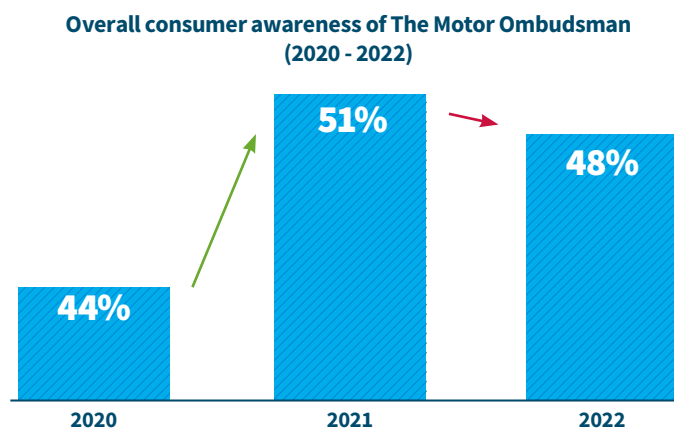
14.1 Consumer brand awareness survey highlights

Background

2022 was the sixth consecutive year that The Motor Ombudsman has carried out a consumer awareness study. A total of **1,004** individuals from across a representative sample of UK driving licence holders were surveyed for the study between July and August 2022.

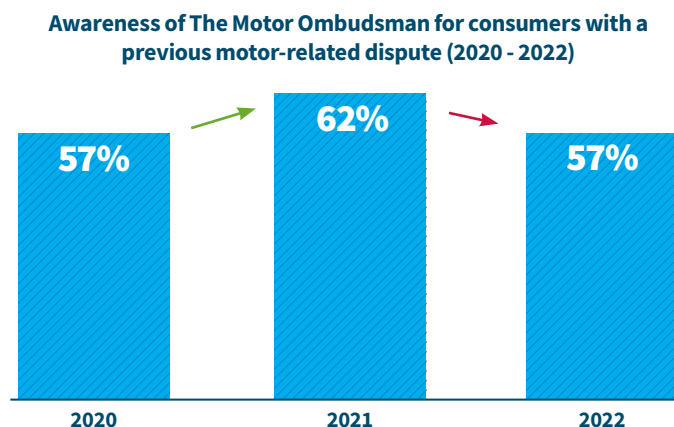
Key findings

- **Overall consumer awareness of The Motor Ombudsman decreased by three percentage points from 51% to 48% between 2021 and 2022**



In 2022, nearly half of individuals surveyed (**48%**) said that they were aware of The Motor Ombudsman. This is slightly lower than the figure recorded the year before (**51%**), but is nevertheless an increase in awareness versus that which was seen in 2020.

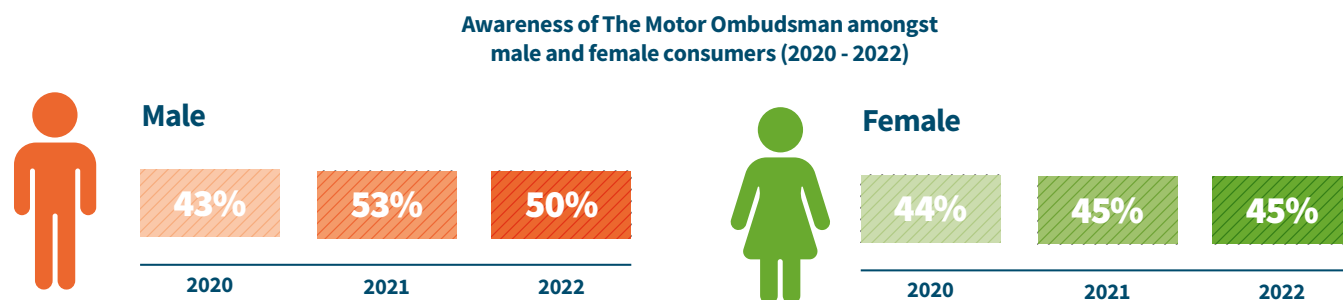
- **Awareness of The Motor Ombudsman for consumers who had previously had a motor-related dispute decreased by five percentage points to the level seen in 2020**



For those consumers who had previously had a motor-related dispute, awareness decreased from the level of 62% seen in 2021, back to the score of **57%** last seen in 2020, despite the number of cases being accepted into The Motor Ombudsman's dispute resolution service rising, and the volume of media coverage and website traffic increasing in 2022 versus the previous year.

For those who had not had a dispute relating to a vehicle, consumer awareness of The Motor Ombudsman decreased slightly from 41% in 2021, to **39%** in 2022, which was still higher than the figure of 33% recorded in 2020.

► Consumer awareness of The Motor Ombudsman amongst male and female consumers saw little change in 2022 versus the year before



Gender is an important measurement within the survey metrics to gauge the level of awareness and engagement across the consumer landscape. This is because The Motor Ombudsman may sometimes see certain consumers under-represented in the cases brought to them. As such, information on gender breakdown may help steer awareness and activities where this may be lower.

Familiarity with The Motor Ombudsman decreased slightly amongst men in 2022, with awareness falling by just three percentage points to **50%** from a previous three-year high of **53%**. In contrast, awareness of the organisation amongst female respondents remained at the same level as that seen in 2021 (at **45%**).

► Echoing the trend seen in 2020 and 2021, 18 to 24-year-olds were the most likely to have heard of The Motor Ombudsman in 2022, when compared to individuals in other age groups

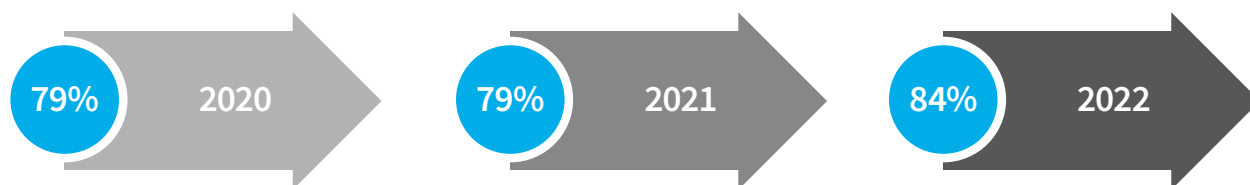
Awareness of The Motor Ombudsman by age group (2022 v 2021)

Age group	Percentage of age group who were aware of The Motor Ombudsman		
	2021	2022	2022 v 2021
18 to 24	72%	64%	▼
25 to 34	68%	58%	▼
35 to 44	50%	52%	▲
45 to 54	35%	38%	▲
55+	41%	40%	▼

Continuing the trend witnessed in both 2020 and 2021, the research revealed that awareness of The Motor Ombudsman was once again highest in the 18 to 24 age group during 2022, although familiarity amongst these individuals fell to **64%** from 72% in 2021.

The survey showed that 25 to 34-year-olds were the next most conversant with the organisation at **58%** of this age group, although this is a 10% difference versus the statistic recorded in 2021. According to the findings of the study, consumers within the 45 to 54 category are the least likely to know about the Ombudsman for the automotive sector – at just **38%** of people within this age group, although this is an improvement on the degree of familiarity seen in the 2021 study (35%).

- In 2022, 84% of consumers said that they would feel more confident using a Motor Ombudsman-accredited business for a vehicle purchase or repair – the highest score in three years

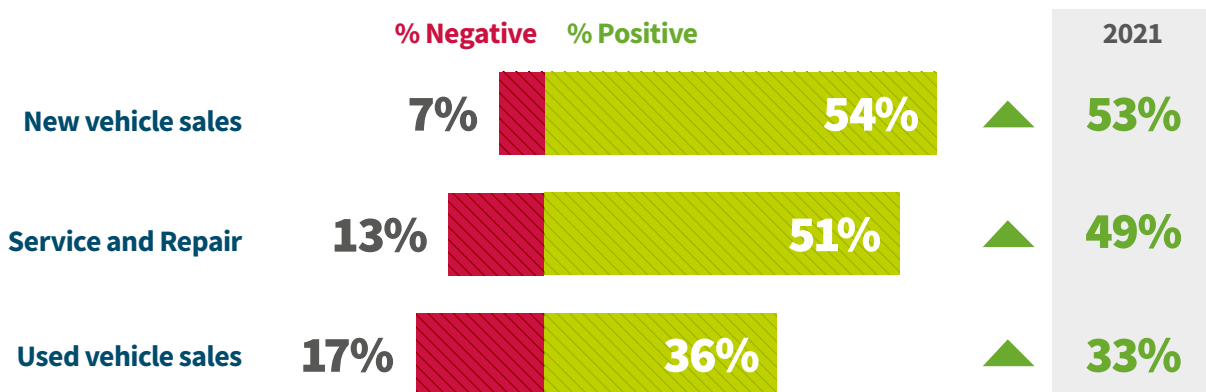


The 2022 research revealed that over eight in 10 consumers (84%) would feel more confident using a business that is accredited to The Motor Ombudsman for their vehicle purchase, service or repair. This is an encouraging five percentage point increase on the sentiment figure of 79% seen in 2020 and 2021, and also surpasses the survey finding of 82% recorded in 2019 for this survey metric.

- For the fourth year running, the new vehicle sales sector was seen by consumers as the most positive area of the automotive industry

Reflecting the trend seen since 2019, the new vehicle sales sector once again emerged as the most positively viewed area of the automotive sector in 2022, with 54% of the consumers surveyed having a favourable opinion. This surpassed the proportion of positive responses received for both the service and repair (51%) and used car sectors (36%) in 2022.

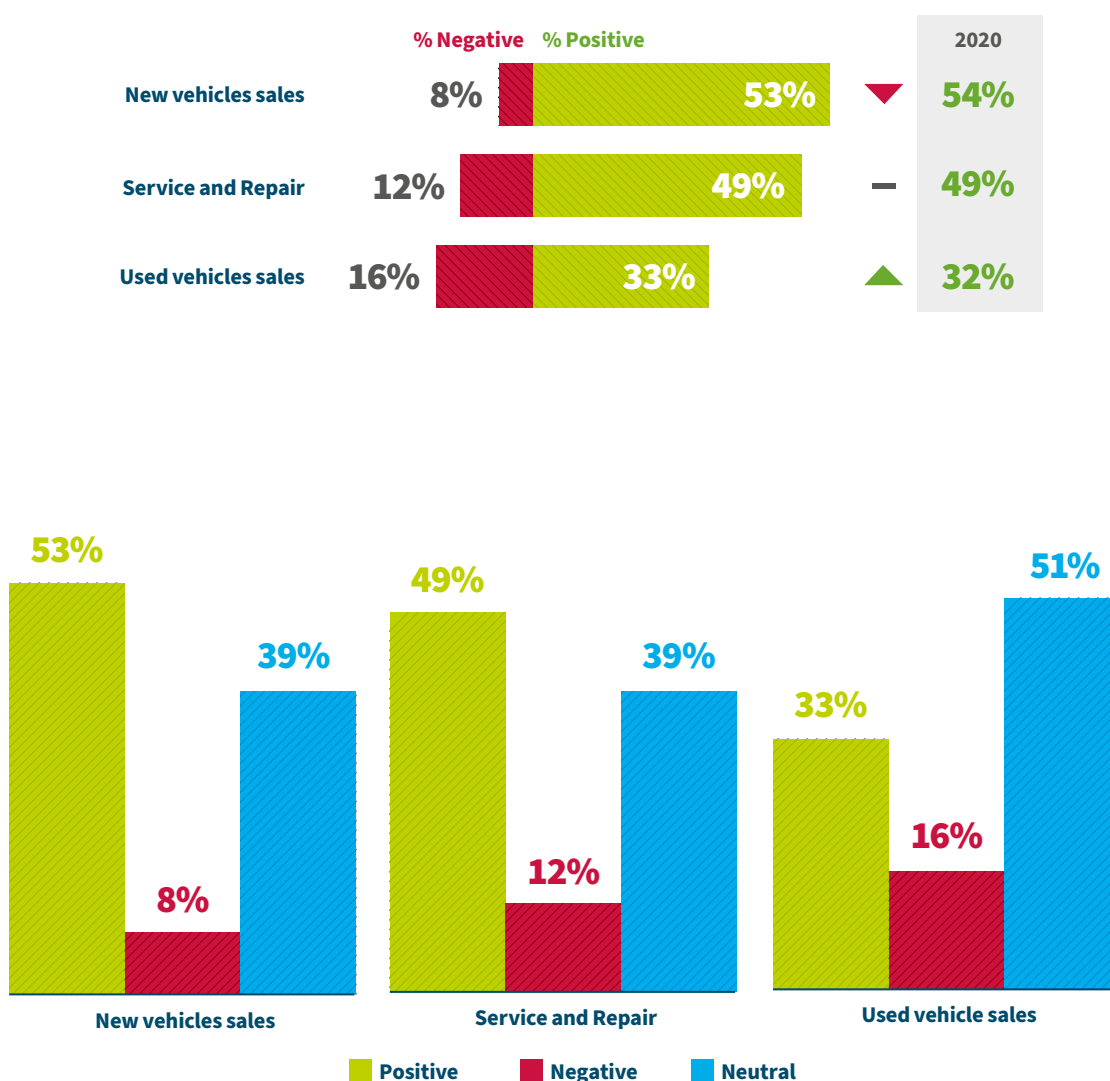
View of the automotive industry by sector in 2022
(Percentage of consumers who answered negatively and positively)



► **For the second consecutive year, the new vehicle sales sector was viewed by consumers as the most positive area of the automotive industry**

Mirroring the trend seen in the previous two years i.e. 2020 and 2019, the new vehicle sales sector was once again the area that was viewed most positively by consumers in 2021, although the proportion of positive responses received (53%) was very slightly down on that recorded in 2021 (54%). In comparison, the proportion of responses received in the “positive” category for the service and repair sector stayed static at 49%, with the used vehicle sector reporting the only rise in consumer perception - positive responses rose from 32% to 33% year-on-year.

View of the automotive industry by sector in 2021
(Percentage of consumers who answered negatively and positively)



Analysis by sector

The new vehicle sales sector in 2022

According to the 2022 study, a near-similar proportion of consumers viewed the new vehicle sales sector in a positive light in 2022 compared to the previous year. The metric recorded a mere 1% rise from 53% to **54%**, highlighting the recovery in the new vehicle sales market following the COVID-19 pandemic.

When looking at the perception of the new vehicle sales sector by gender, male and female respondents shared a similar view, with 52% of females holding a positive view (up from 48% in 2021) versus 56% of males.

When viewing sentiment by age group, 18 to 24-year-olds emerged as the most positive about the new vehicle sector (at **62%** of respondents in this category), in contrast to those in the 45 to 54 age group, where only **50%** of the respondents held this part of the automotive sector in high esteem.

For new vehicle sales, **7%** of respondents held a negative view overall – a very slight decrease of one percentage point in comparison to last year's result of 8%. Reasons for the adverse sentiment related to the perceived high price of new cars, new vehicles being slow to arrive, depreciation after making a purchase, and pressured sales techniques.

The used vehicle sales sector in 2022

Positive sentiment in relation to the used vehicle sector rose to 36% in 2022, maintaining the trend of gradual increases in this score after reaching 30% in 2019. Whilst the latest result surpasses that seen in 2021 (33%), it is still down on the high of 41% witnessed in 2018.

In terms of the perception held by each of the sexes, males (35%) and females (38%) were more encouraged by the used vehicle sector in 2022 than in the previous year (33% and 34% respectively), which was positive to see.

In contrast to 56% of the 25 to 34s surveyed in 2021, 18 to 24 year-olds emerged as being the most upbeat about the used vehicle sector at 59% of respondents in this age group. At the other end of the scale, the 45 to 54s were the most negative of all the age groups surveyed, at 24% of individuals.

When looking at the proportion of respondents discouraged by used vehicle sales, **18%** of respondents held a negative view of this part of the automotive sector (up from 16% for the same metric in 2021. Compared to the result seen in 2021, males (20%) were slightly more downbeat than females in 2022 about used vehicle sales (15%).

Reasons for the negative ratings related to people having a lack of trust, cars being expensive and having to haggle to get a good price, having a negative perception of used car salespeople, and receiving low part exchange values when buying another vehicle.

The service and repair sector in 2022

It was encouraging to see that the positive perception of the service and repair sector climbed two percentage points between 2021 and 2022, from 49% to 51% respectively. This also represents an increase of 7% versus the lower score of 44% recorded in 2019.

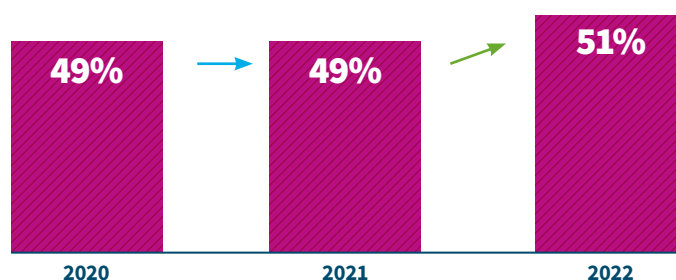
When looking at the breakdown of sentiment about the service and repair sector by gender in 2022, male respondents were once again more upbeat about this area of the automotive industry when compared to their female counterparts (56% versus 47%). This also represents a slight rise for both sexes versus that seen in the 2021 study (54% and 45%).

When looking at how individuals feel by age group, in relation to the service and repair area of the industry, over two-thirds (67%) of 18 to 24-year-olds felt optimistic about the sector – the highest proportion

of any age group surveyed in 2022. They were followed by the 25 to 34s, where 59% of individuals in this category shared the same buoyant view. In contrast, the survey showed that only around a third (36%) of 45 to 54-year-olds shared a positive view about the service and repair sector.

The research equally revealed the same proportion of males and females expressing a negative view of the sector, at 11%, which was in contrast to 13% for males and 12% for females in 2021. Overall, **13%** of respondents had a negative perception of the service and repair area, up slightly from 12% in 2021, and 11% in 2020. Reasons for the negative view of the industry related to respondents feeling as though they were being taken advantage of, high prices, being overcharged, being told that unnecessary work was needed, as well as not knowing whether they could trust the business.

► Percentage of respondents holding a positive view of the service and repair sector (2020 – 2022)



Vehicle complaints made by survey respondents in 2022

For those that had a motoring-related complaint during 2022 (50% of the survey sample), the study revealed that:

- A quarter (**25%**) were about a service or repair (up from 22% in 2021, and 21% in 2020);
- **14%** were in relation to a new car warranty (staying static compared to 2021 and 2020);
- **15%** were about a used car purchase (up from 12% in 2021 and 13% in 2020); and
- **6%** were in conjunction with a new car purchase (up from 5% in 2021 and 2020).

- **Around two-thirds of people with a complaint about their vehicle resolved it directly with a garage, service centre or dealership in 2022**

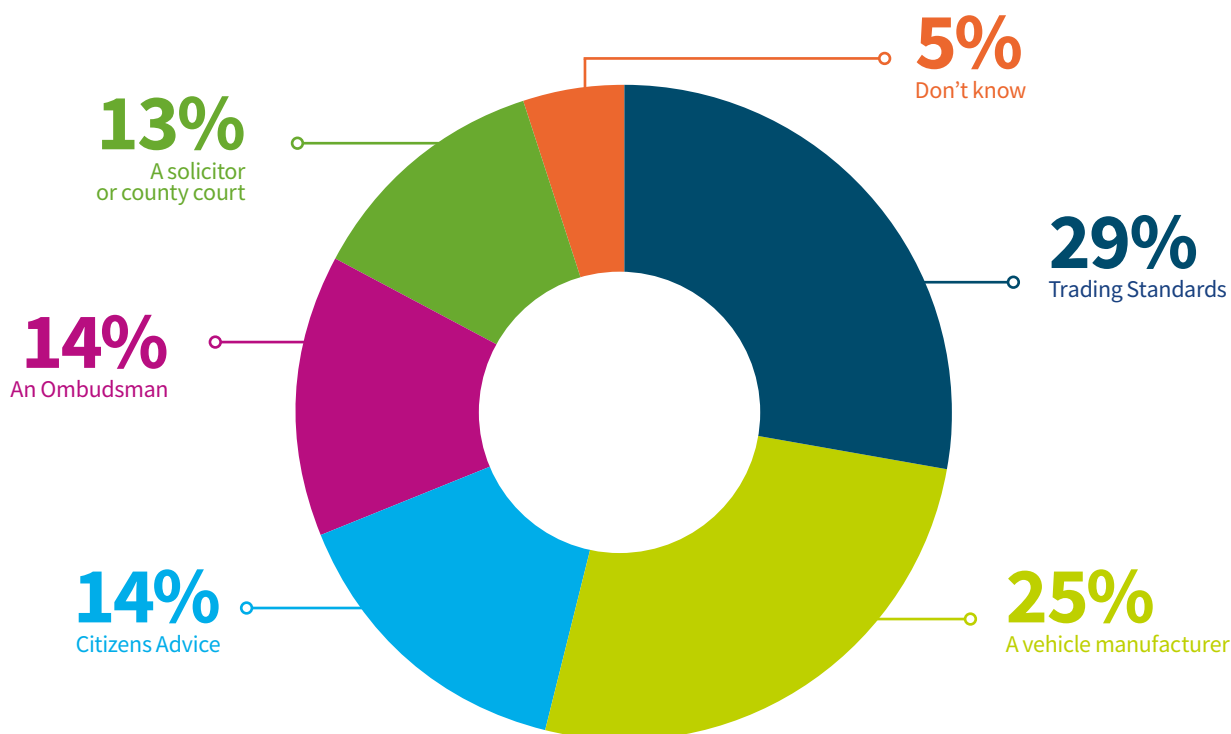
How a respondent's motoring complaint was resolved	Percentage resolved		
	2020	2021	2022
By the garage / service centre / dealership	69%	67%	72%
By the vehicle manufacturer	16%	16%	13%
Via a third party	6%	5%	4%
The complaint was not resolved	9%	10%	11%

For those respondents that did have a motoring complaint in 2022, nearly two-thirds (**72%**) had their issue resolved directly by the garage, service centre or dealership, a higher proportion to that seen during the last two years.

After a decline in the volume of unresolved complaints seen between 2019 and 2020, and a minor increase in 2021, 2022 once again witnessed a small one percentage point rise for this metric.

- In 2022, individuals were more likely to escalate an unresolved issue with a garage or car dealership to Trading Standards or a vehicle manufacturer than to any other organisation

Where consumers were most likely to take their unresolved dispute with a garage or car dealership in 2022



In the event that a complaint with a garage or car dealership remained unresolved, the 2022 study revealed that over a quarter (**29%**) of consumers would refer their complaint to Trading Standards (up from 28% in 2021), whilst **25%** would consult a vehicle manufacturer as the next point of call (down from 26% in 2021).

The research also showed that **14%** of respondents would take their unresolved dispute to Citizens Advice or an Ombudsman, whilst **13%** would resort to legal action i.e. consulting a solicitor, the county court or a legal representative to help bring their complaint to a close (up from 12% in 2021). Mirroring the statistic seen in 2021, only **5%** of respondents were unsure as to where they would take their dispute to be concluded once they had exhausted the internal complaints process of a garage or franchise dealership.

- In 2022, 40% of consumers said that it's important for the motor industry to have an Ombudsman, because it provides someone to turn to if they can't resolve their issue directly with a garage or dealership

This figure is up on the statistic of 38% recorded in 2021 and 2020, but remains down on that which was recorded in the 2019 and 2018 surveys (41%).

- Just over a quarter (26%) of respondents deemed it important for the motor industry to have an Ombudsman to help drive up standards

This is down on the result of 27% seen in 2021, and on the score of 29% recorded in 2020 and 2019.

▶ **14% of survey participants explained that it's important for the motor industry to have an Ombudsman, as it is not regulated**

Mirroring the survey result seen for this question in 2019, 14% of consumers were of the opinion that it is important for the motor industry to have an Ombudsman because the sector is not regulated. This is very slightly lower than the score of 15% seen in 2021.

Key conclusions that may be drawn from the 2022 consumer awareness survey data, are as follows:

- ▶ Overall awareness of The Motor Ombudsman showed a decreased to **48%** from 51% in 2021, but in contrast, all marketing activities undertaken in 2022 showed raised awareness, thanks to increased website traffic to The Motor Ombudsman and a record amount of media coverage. This demonstrates the need to continue raising awareness amongst consumers through ongoing marketing and PR campaigns and initiatives;
- ▶ Awareness of The Motor Ombudsman amongst consumers who had a dispute fell back to the level of **57%** last seen in 2020, from 62% in 2021;
- ▶ Consumers in the **18 to 24** age bracket, and **male** respondents, emerged as being the most aware of The Motor Ombudsman in 2022, mirroring the result seen the year before;
- ▶ Individuals were most likely to contact **Trading Standards** or a **vehicle manufacturer** if they had an unresolved dispute with a garage or car dealership;
- ▶ Slightly fewer consumers had their complaint **resolved** in 2022 (11%) than in 2021 (10%) and 2020 (9%);
- ▶ Nearly three-quarters of consumers (**72%**) said that they were able to conclude their complaint directly with a garage service centre or dealership in 2021 – an increase from the 67% figure recorded in 2021; and
- ▶ A smaller proportion of consumers were able to conclude their dispute with a manufacturer or via a third party in 2022 (**13%** and **4%** respectively) compared to the year before (16% and 5%).

14.1 Consumer satisfaction survey highlights

Every year, The Motor Ombudsman conducts an analysis of the customer satisfaction data it receives about its accredited businesses. This information provides an effective annual barometer to understand the sentiment of motorists in relation to their experience of the service and repair sector.

Satisfaction data is collected from The Motor Ombudsman's website-based survey

tool, which asks customers that have used an accredited business to rate independent garages and franchised dealers on various aspects, such as the quality of the work received, as well as the vehicle booking process. The Motor Ombudsman also receives data from surveys that vehicle manufacturers and independent garage groups conduct with their customers in relation to their satisfaction of the work and

service provided, and the likelihood of them recommending the business.

The feedback received is available for all to see on the business profile pages on The Motor Ombudsman's [Garage Finder](#). This is a valuable tool for businesses to demonstrate their credibility and high standards, as well as offering the customer the opportunity to select one that best suits their needs.



► Summary of overall customer satisfaction and likelihood to recommend

The results from the questions about a consumer's overall satisfaction with the business, and their likelihood to recommend it, come from surveys conducted by vehicle manufacturers, independent groups, as well as from surveys which are left on The Motor Ombudsman's online survey on the Garage Finder.

Category	Satisfaction levels			
	2020	2021	2022	Diff (2022 v 2021)
Overall satisfaction of the work and service provided by an accredited business	95%	90%	92%	▲
Likelihood to recommend an accredited business	93%	93%	92%	▼
TOTAL NUMBER OF SURVEYS SUBMITTED	103,458	36,888	67,325	▲

Between 2021 and 2022, there has been an encouraging increase in the number of surveys received from vehicle manufacturers and garage networks (up **83%** from 36,888 to **67,325**). This has been due to a greater level of communication with accredited manufacturers about the benefits of providing survey data.

However, ongoing difficulties with receiving data from more carmakers remain, which can principally be attributed to the continued impact of the General Data Protection Regulation (GDPR), and vehicle manufacturers and dealer groups moving away from Net Promoter Score (NPS) methodology to other means of measuring customer satisfaction and obtaining reviews about their networks.

The latest study showed that overall satisfaction with accredited businesses remained high, with a score of 92%, up by two points from 90% in 2021. This is slightly lower than the figure of 95% achieved in 2020, but remains in line with the result of 92% achieved in 2019.

The likelihood of recommending a garage to friends and family that serviced and / or repaired their vehicle dropped by one point to a recommendation score of 92%, just slightly lower than the 93% statistic achieved in 2021 and 2020. This was once again consistent with the figure of 92% last seen in 2019. This is positive to see, although it has not returned to the score of 95% witnessed in 2017. This demonstrates that there is still work to be done by businesses in the service and repair sector to continue to both meet and exceed customer expectations.

► Summary of results from surveys completed on The Motor Ombudsman website

The Motor Ombudsman asks a wider range of questions about the experience and the service received by consumers. They cover areas, such as the booking process, the quality of work, as well as the information and level of customer service provided.

During 2022, The Motor Ombudsman received 320 survey submissions through its website, down on the 717 it recorded the previous year. Reasons for this may be due to businesses using other platforms to gain customer feedback, namely Trustpilot, Feefo and Google Reviews. As a result, there is less emphasis by businesses on promoting The Motor Ombudsman's survey to consumers.

Category	Satisfaction levels			
	2020	2021	2022	Diff (2022 v 2021)
Overall quality of work carried out	99%	82%	99%	▲
Level of customer service	99%	91%	99%	▲
Booking process	98%	87%	99%	▲
Information provided	98%	81%	98%	▲
TOTAL SURVEYS SUBMITTED	956	717	320	▲

15. Consumer complaints about The Motor Ombudsman

Since 2021, The Motor Ombudsman's service complaints process has been divided into two distinct tiers to make the handling of service complaints clearer and more effective.

- ▶ **Tier 1 – Informal complaints (introduced from 2021 onwards)** are described as informal expressions of consumer dissatisfaction, and are handled by team leaders. The Motor Ombudsman finds that the vast majority of issues can be resolved at this stage.
- ▶ **Tier 2 – Formal complaints** are those that then escalate to the senior ombudsman or the head of customer service and dispute resolution, and require a formal response.

Informal and Formal consumer complaints as a proportion of total contacts and cases

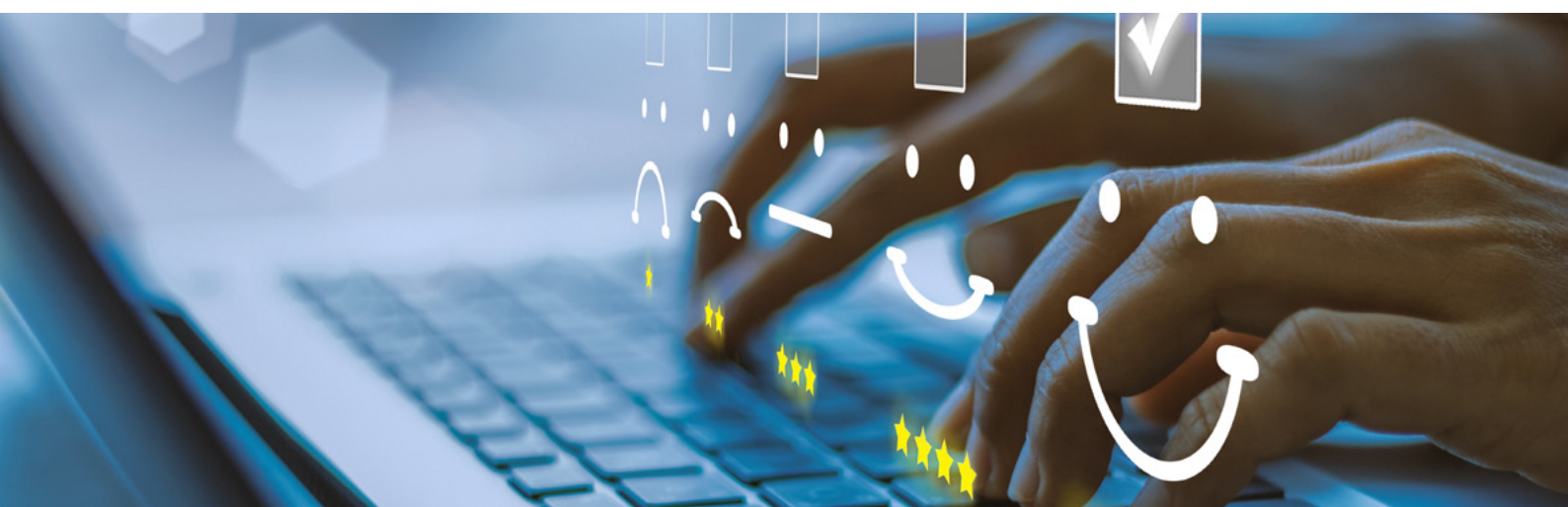
	Total complaints as a percentage of total contacts received	Total complaints as a percentage of total adjudication cases accepted
2022	0.28* (+0.08% v 2021)	4.7%* (+0.70% v 2021)
2021	0.25** (+0.20% v 2020)	4%** (+3.4% v 2020)
2020	0.05%*** (-0.05% v 2019)	0.60%*** (-0.82% v 2019)

- ▶ In 2022, The Motor Ombudsman handled **104,564** contacts and accepted **6,393** cases.

*2022: Based on **Tier 1 Informal (262)** and **Tier 2 Formal (41)** complaints - a total of **303**.

2021: Based on **Tier 1 Informal (217) and **Tier 2 Formal (29)** complaints - a total of **246**.

***2020: Based on **Tier 2 Formal complaints only** - a total of **36**.



► Informal and Formal consumer complaints by reason and stage of The Motor Ombudsman's dispute resolution process

Complaint Tier	Case stage	Process	Delay	Outcome	Staff	Communication	Total
Tier 1 Informal complaints (2021 - 2022)	Enquiry						
	2022	8	0	2	4	3	17
	2021	2	4	1	11	3	21
	Early resolution						
	2022	0	0	0	1	1	2
	2021	0	0	0	0	0	0
	Mediation						
	2022	0	1	0	1	0	2
	2021	0	0	0	0	0	0
	Investigation						
	2022	4	29	2	7	11	53
	2021	4	29	4	8	14	59
	Adjudication						
	2022	4	25	25	10	20	84
	2021	4	37	5	11	22	79
	Final decision						
	2022	7	60	22	8	7	103
	2021	7	31	10	4	6	58

Complaint Tier	Case stage	Process	Delay	Outcome	Staff	Communication	Total
Tier 2 Formal complaints (2020 - 2022)	Enquiry						
	2022	0	0	0	3	0	3
	2021	1	0	0	0	0	1
	2020	1	0	2	0	N/A	3
	Investigation						
	2022	0	1	0	2	1	4
	2021	1	2	0	1	1	5
	2020	N/A	N/A	N/A	N/A	N/A	N/A
	Adjudication						
	2022	1	3	2	2	1	9
	2021	2	6	2	2	2	14
	2020	4	5	2	1	-	12
	Final decision						
	2022	3	6	10	4	2	25
	2021	2	2	3	1	1	9
	2020	2	18	1	0	-	21

Of the **262 Tier 1 Formal** complaints received from consumers during 2022:

- ▶ **12%** resulted from the approach of staff (*down from 16% in 2021*);
 - ▶ **16%** related from the communication to consumers (*compared to 21% in 2021*);
 - ▶ **32%** arose during the adjudication stage (*down from 36% in 2021*);
 - ▶ **39%** of complaints occurred at the final decision stage (*up from 27% in 2021*); and
 - ▶ **44%** resulted from a delay in responding to consumers (*down from 47% in 2021*).
-

Of the **41 Tier 2 Formal** complaints received from consumers during 2022:

- ▶ **7%** arose during the enquiry stage (*up from 4% in 2021 and down from 8% in 2020*);
- ▶ **12%** resulted from a delay in responding to consumers (*down from 35% in 2021 and 64% in 2020*);
- ▶ **22%** of complaints arose at the adjudication stage (*down from 48% in 2021 and 33% in 2020*);
- ▶ **27%** related to the approach of staff (*compared to 14% in 2021 and 3% in 2020*)*;
- ▶ **29%** resulted from the outcome delivered to consumers (*up from 17% in 2021 and 14% in 2020*); and
- ▶ **61%** of complaints occurred at the final decision stage (*up from 31% in 2021 and 58% in 2020*).

* Although Tier 2 complaints relating to staff have seen a 13 percentage point increase versus 2021, this is only a rise of seven complaints versus the previous year, so is relatively negligible. However, it is important to note that there have been significant decreases in other areas which The Motor Ombudsman has focused on, such as delays, which will remain a core priority for the senior management team.

15.1 Negative consumer testimonials about The Motor Ombudsman

The following is a sample of negative testimonials from consumers who used The Motor Ombudsman's ADR service during the course of 2022, and logged a complaint about the handling of their case on [Trustpilot](#). The table below also highlights the cause of the consumer's comments, as well as the response by The Motor Ombudsman in relation to their concerns.

Consumer / Month review left on Trustpilot	Extract of complaint made by the consumer on Trustpilot	Reasons for the consumer's complaint about The Motor Ombudsman's service	Response by The Motor Ombudsman
Mr. R January 2022	<i>"I would not use offensive words. I found that I may as well not have referred it to you as you sided with the car company even though they mis sold the extended warranty and they continued to claim off that warranty even after I sold the car back to them? I'm sorry I feel totally let down."</i>	<ul style="list-style-type: none"> • Mr. R questioned the impartiality of The Motor Ombudsman, as he did not agree with the outcome of his case • The consumer also felt let down that The Motor Ombudsman did not agree with his submissions to support his dispute 	<ul style="list-style-type: none"> • The adjudicator explained that all information from both Mr. R and the business had been taken into consideration when delivering their outcome, and that a business being accredited to The Motor Ombudsmen has no bearing on a decision • They also explained that there was no evidence that the policy had been mis-sold, as the consumer had benefited from the agreement for two years before selling the vehicle, at which point they did not cancel or transfer the policy to the new owner • The adjudicator also stated that their claim could be brought against the warranty provider, as it had been unsuccessful against the seller, as there was no evidence to show that the policy had been mis-sold. The consumer disagreed with this outcome, and the case was then closed
Mr. C March 2022	<i>"Horrendous service. They're funded by the motor industry to 'regulate' the motor industry. I have waited over 12 months and my case still hasn't even been looked at by an adjudicator. Please don't waste the energy I have putting your case forward, thinking this is an impartial, fair service. It is not in the slightest."</i>	<ul style="list-style-type: none"> • Mr. C was frustrated about the time taken to receive a decision, as he was left without a vehicle for a significant period whilst the case was being reviewed • The consumer also did not feel that the service was impartial due to The Motor Ombudsman being funded by businesses within the automotive sector 	<ul style="list-style-type: none"> • The adjudicator clarified that the case against the warranty provider received a decision quickly by The Motor Ombudsman, and recommended that Mr. C pursued his dispute against the seller • The adjudicator also apologised to Mr. C, and acknowledged a delay in the subsequent case against the dealership being allocated to an ombudsman for a final decision due to its complexity – a dispute which was upheld in Mr. C's favour



<p>Ms. M August 2022</p>	<p><i>“The Motor Ombudsman is not fit for purpose. Took over two years. None of my points were addressed. Don’t waste your time, they are not objective.”</i></p>	<ul style="list-style-type: none"> • Ms. M was frustrated at the time taken by The Motor Ombudsman to review the dispute and to issue a decision, which she felt was incorrect and did not consider her arguments • The consumer questioned The Motor Ombudsman’s impartiality as a result of reading reviews on Trustpilot 	<ul style="list-style-type: none"> • With the dispute submitted during the Covid-19 lockdown period, The Motor Ombudsman explained that the delay, in part, was caused by the business Ms. M had a dispute with being closed, meaning The Motor Ombudsman could not obtain their response for a period of time • The ombudsman in their final decision explained that, as a fully independent and impartial body, they had taken into account the arguments submitted by both parties and all the technical evidence from the experts which had been called on • It was also clarified to Ms. M that the manufacturer’s authorised bodyshop report was preferred due to its technical detail and explanation of the issue that had occurred
<p>Ms. P October 2022</p>	<p><i>“Took a very long and protracted time to deal with the case. Poor communication. No response for requests to be updated. Wish I had just taken the business to court, as we lost thousands by going through the Ombudsman, even though we finally won our case.”</i></p>	<ul style="list-style-type: none"> • Ms. P was concerned about the length of time it had taken to receive a decision on her case • The consumer was frustrated at not receiving replies for a significant period to correspondence submitted to The Motor Ombudsman 	<ul style="list-style-type: none"> • The Motor Ombudsman apologised for the time taken to respond to Ms. P’s communications, which was due to internal resource issues combined with an increased workload at the final decision stage of the dispute resolution process • The Motor Ombudsman acknowledged a delay between Ms. P receiving an adjudication outcome and the case subsequently being allocated to an ombudsman for a final decision. An apology was also issued to the consumer in response to the service she received • With regards to the claim that a significant sum had been lost by Ms. P during the dispute resolution process, the ombudsman explained that their award factored in the usage of the vehicle Ms. P had enjoyed whilst the case was running, which she would have been ordinarily subject to as part of the ownership of the vehicle
<p>Ms. L December 2022</p>	<p><i>“If I had known how long this would take, I would have never pursued it. In fact it was the dealership who suggested it and I am sure they knew what would happen. Totally dismayed by the outcome and feel that nothing I said was listened to.”</i></p>	<ul style="list-style-type: none"> • Ms. L was frustrated at the time taken to receive a final decision from the ombudsman • The consumer was also unhappy with the outcome to her case, as she did not feel that her submissions had been taken into consideration 	<ul style="list-style-type: none"> • The Motor Ombudsman apologised for the time taken to deliver an outcome to Ms. L’s case, which was due to the high workload at the final decision stage of the process • In terms of Ms. L being discontent about the fact that her arguments had not been given due consideration, The Motor Ombudsman explained to the consumer that it was not possible to rely on verbal and undocumented conversations as evidence to support a case, which made up the majority of the arguments in this case

16. How complaints to The Motor Ombudsman are being addressed

The total number of complaints brought by consumers to The Motor Ombudsman about its level of service, increased from 246 in 2021 to 303 in 2022, equating to a rise of 23%. This was predominantly due to the continued backlog of cases awaiting an ombudsman's final decision.

To address these concerns, The Motor Ombudsman enhanced its consumer survey and satisfaction processes to gather more information about the reasons driving consumer dissatisfaction, at what stage this occurred in the dispute resolution process, and the service level that was delivered in those specific cases. Having data against these metrics helps identify the principal causes of dissatisfaction. This enables The Motor Ombudsman to make improvements for users of its service, focused where they are most needed.

New IT solutions have continued to play a key role in allowing The Motor Ombudsman to heighten standards at its identified pinch points. Examples of initiatives in this area have included the introduction of new webforms, helping to both refine post-decision processes and reduce any administrative burdens earlier in the system. Similarly, new dashboards have been created to aggregate data into more insightful information packs for the management teams, therefore allowing it to be used more intuitively.

To reduce the backlog and dissatisfaction for consumers who have cases requiring an ombudsman's final decision, The Motor Ombudsman has invested in increasing the headcount of this team to enhance capacity in this area, and introduced technological solutions, so as to provide a more communicative service whilst these consumers await a decision.

Furthermore, The Motor Ombudsman reworked its Quality Assurance programme. This was driven by data showing that, when some cases had reached the final decision stage, one or more parties were of the opinion that they had not been supported by The Motor Ombudsman in forming and making their arguments. Whilst The Motor Ombudsman is an impartial service, so cannot act for either party, the organisation took on board this sentiment and reworked its Quality Assurance programme to alleviate this sentiment without The Motor Ombudsman compromising its impartiality.



17. Positive consumer testimonials about The Motor Ombudsman

The following is a sample of positive Trustpilot testimonials from consumers who used The Motor Ombudsman's ADR service during 2022.

"Excellent customer service, very efficient and as a consumer I felt protected by this company! Thank for looking after me and I have faith on everything you do."

(Mr.S, January 2022)

"The Motor Ombudsman listened to me, took my complaint seriously and supported me. They managed my expectations, kept me up to date and achieved a great outcome. Thank you!"

(Ms.L, April 2022)

"After months of arguing followed by silence from the garage and refusal to settle the finances of the dispute, the intervention of TMO triggered an immediate resolution of the dispute. It wouldn't have happened without their involvement!"

(Ms. W, July 2022)

"The adjudicator who dealt with my complaint, was professional and customer-focused personified. He was patient and explained everything in great detail about the process. I thoroughly recommend availing yourself to engaging with TMO if you encounter any difficulties with vehicle disputes. It was the best decision I made."

(Ms. M, July 2022)

"An easy organisation to access starting with speedy call answering followed by a polite, clear, professional and patient conversation on what they did, what my situation was, and how they could help."

(Mr. C, October 2022)

18. Annual accredited business survey highlights

Every year, a survey is sent to The Motor Ombudsman's network of accredited businesses to understand their views and level of satisfaction regarding various aspects of its service, and what is important to them.

The research was conducted via an e-mail survey, which was sent to Motor Ombudsman-accredited franchised car dealers and independent garages¹ between September and November 2022. Highlights of the findings are as follows.

► How businesses would describe The Motor Ombudsman in one word:

Following a similar trend to last year, **professional**, **"trusted"**, **"fair"**, **"excellent"**, **"impartial"**, and **"supportive"**, were the most common words used to describe The Motor Ombudsman in 2022.



Overall, of the words used by respondents in 2022, **86%** were positive, which is a drop on last year's score of 91% and 2020's lower figure of 89%. However, on the flip side, it does represent a notable increase on the 78% and 79% figures achieved in 2019 and 2018 respectively, which is encouraging to see.

► The main benefits of accreditation stated by businesses were:

1. Being able to demonstrate that they are committed to the standards of an approved Code of Practice (stated by 88% of participants overall);
2. The credibility and reassurance provided for customers (86%);
3. Being able to display Chartered Trading Standards Institute (CTSI)-approved branding (84%);
4. Having use of The Motor Ombudsman logo (81%); and
5. Having access to The Motor Ombudsman's Information Line and dispute resolution service (79%).

► The value of The Motor Ombudsman for businesses:

Out of the businesses surveyed, **80%** of respondents agreed that The Motor Ombudsman is valuable for businesses, which is slightly down on last year's score of **88%**. This year, 75% of respondents were satisfied with the overall value of Motor Ombudsman accreditation, compared to 83% in 2021, 80% in 2020, and 82% in 2019. The 2022 survey results also revealed that **66%** of businesses stated that Motor Ombudsman accreditation gave them the edge over the competition – the lowest score in the last three years, and a decrease on the 2021 figure of 77%.

► Satisfaction with the dispute resolution service is good:

For businesses that had used The Motor Ombudsman's dispute resolution service in 2022, **79%** agreed that the process was easy to follow, versus 83% last year. Furthermore, 75% felt as though the case outcome was fair and reasonable, down from 80% in 2021, and 79% in 2020. The research also revealed that 53% of businesses were satisfied with the time taken to resolve the dispute, which was less than the 58% figure seen in 2021, and the statistic of 68% seen previously in 2020.

► Key areas identified for improvement in 2023:

The main areas identified for improvement by The Motor Ombudsman, and that need to continue be addressed in 2023 are:

- ✓ Greater awareness of The Motor Ombudsman amongst consumers through ongoing Marketing and PR initiatives;
- ✓ Quicker timescales to resolve disputes, and faster responses to business enquiries;
- ✓ More information about the reasons for adjudication and ombudsman decisions, to ensure businesses better understand why a case has not been upheld in their favour; and
- ✓ A better understanding of the value and benefits that Motor Ombudsman accreditation brings to businesses, as well as improved communication of the wide range of benefits for businesses that do not have disputes.

Action plans will be developed by The Motor Ombudsman to ensure that the enhancements listed above are implemented during the coming 12 months.

¹Sample size of 242 respondents (independent garages and franchise dealers).

19. Accredited business compliance

Business compliance monitoring remained a core focus in 2022. During the year, The Motor Ombudsman increased engagement with customers, businesses and regulatory bodies, such as the Chartered Trading Standards Institute (CTSI), to address and resolve non-compliance issues as and when they arose.

19.1 Online self-assessments and physical audits

19.1.1 Online self-assessments

Once an independent garage or franchise car dealership has expressed interest in joining The Motor Ombudsman, the completion of an online self-assessment is required when applying for accreditation to the Service and Repair, and / or Vehicle Sales Codes to demonstrate that they are compliant with the requirements of the Code(s). The section below excludes any assessments in relation to Vehicle Warranty and New Car Code-accredited businesses.

The assessment asks businesses to complete information on subjects, amongst others, such as their staff training programme, their internal complaints process, as well as the advertising and sale of vehicles. The same self-assessment applies upon the renewal of the annual Code accreditation, and all businesses are asked to complete the assessment within 30 days of it being sent to them.

For 2022:

- ▶ **1,426** online self-assessments were completed for Service and Repair Code-accredited businesses.
- ▶ **972** online self-assessments for Vehicle Sales Code-accredited businesses were undertaken.

In the event of incomplete self-assessments, further guidance is provided by The Motor Ombudsman to resolve any outstanding requirements and queries, in order for the evaluation to be completed by businesses.

19.1.2 Physical on-site audits

Every year, physical on-site audits are carried out on a random sample of businesses within The Motor Ombudsman's nationwide accredited business network to ensure that they continue to meet the necessary high standards for accreditation. In agreement with CTSI, no physical on-site audits were carried out during 2022.



19.2 Managing non-compliance

Penalty points are given to businesses for non-compliance and non-response with regards to a case at either the adjudication or final decision stage. In line with the terms and conditions of becoming accredited to a Code of Practice, it is a requirement that The Motor Ombudsman receives a satisfactory response from a business to any correspondence within five working days. Failure to respond means that the case is escalated as per the body's defined processes. Penalty points are issued and accumulated as per the flowchart below, and a business can also be suspended at any point in the process for continued non-response or compliance.

Action taken by The Motor Ombudsman	Number of working days with no business response	Penalty points awarded to the business
	5	0
The adjudication team validates all contact details and communicates with the business. The Motor Ombudsman maintains contact with the business requesting a response	↓	↓
	11	6
↓	↓	↓
Case notes are updated by the adjudication team on actions taken to date. The Motor Ombudsman maintains contact with the business requesting a response	16	18
↓	↓	↓
The first written warning is issued to the business once 30 points have been accumulated		30
The adjudication team updates the consumer on the case, and points are logged against the business. A referral is made by the adjudication team to the compliance team if a response has still not been received or the business is not voluntarily responding or complying with an adjudication outcome or final decision	↓	↓
The compliance team contacts the business with the aim of resolving outstanding issues	21	42
↓	↓	↓
A second written warning letter is sent to the business and the compliance team updates the adjudication team accordingly		60
↓	↓	↓
The business is placed under Closer Scrutiny for continued monitoring**	Continued non-response / compliance*	70
↓	↓	↓
A formal referral is made to ICAP, and appropriate sanctions / further actions are reviewed by panel members at the scheduled meetings		80

*Continued non-response and non-compliance

The adjudicator and the compliance team will take further action as appropriate, such as suspension or a referral made to ICAP, if a response has still not been received from the business and issues remains outstanding.

In the event of non-response or compliance with a case, businesses will be supplied with a guidance response factsheet as necessary by the adjudicator. Once the case has been referred to the compliance team, they will attempt to contact the business through the following means:

By phone: If contact is reached with the business, the compliance team will notify the contact of compliance procedures and e-mail information confirming the phone call.

By e-mail: The contact at the business is emailed with a deadline, if appropriate, along with any further relevant information in regards to the case or non-compliance issue.

For continued non-response or non-compliance, the adjudicator will also update any penalty points that need to be logged, but can equally remove them from the record of a business if compliance is achieved.

**Closer scrutiny

Closer scrutiny has been devised to ensure each compliance area has the ability to highlight matters for improvement to accredited businesses. This means focusing on performance enhancements without necessarily issuing penalty points or taking further action. Matters can include:

1. Repeat complaints / breaches reported to the adjudication team;
2. Areas of concern highlighted on online self-assessments or the physical audits; and
3. Operational or customer service issues identified by TMO staff through internal or external sources.

Before an accredited business is added to the closer scrutiny register, all business activities are reviewed, including consumer concerns, call / case volumes, compliance checks and customer satisfaction performance scores to ascertain the extent of any overarching performance issues.

Once placed on the register at the discretion of The Motor Ombudsman, a business will be informed of any corrective action and the evidence required to remove them from it. If the concern is not resolved, suspension and / or a referral to ICAP may be required.

19.3 Accredited business suspensions in 2022

Following a review of cases by the Independent Compliance Assessment Panel (ICAP), there were **no business suspensions** in 2022.

19.4 Accredited business expulsions in 2022

Following a review of cases by the Independent Compliance Assessment Panel (ICAP), there were **no business expulsions** in 2022.

19.5 The enhanced compliance process

Following an internal assessment of The Motor Ombudsman's compliance programmes in 2022, it was determined they continued to provide the required levels of oversight and intelligence. However, in an attempt to make these processes simpler to administer internally, and clearer for accredited business to follow, a cross-departmental working group was established.

The overall objective of this was to reduce the number of 'touchpoints' wherever possible, throughout the compliance process, and to cut the average time to resolve compliance escalations. Whilst only resulting in slight changes to the way these escalations are managed, the greater use of The Motor Ombudsman's specialised contact team earlier in the process, has seen tremendous results. This has equally helped prevent the need for referrals to The Motor Ombudsman's compliance department, and resulted in a clear increase in business engagement throughout the ADR process. In addition, disputes can be closed sooner, thereby allowing the compliance department to focus greater resource on a fewer number of escalations, and to turn their efforts to further enhancing The Motor Ombudsman's reporting and closer scrutiny protocols.

Early examples of the positive steps being taken by the team include, the development of data dashboards for members of ICAP to view and interrogate compliance escalations, and the completion of business audits and self-assessments from across all four Motor Industry Codes of Practice. This work will remain ongoing in 2023.

19.6 CTSI compliance



CTSI requires that all Motor Ombudsman-accredited businesses display the Approved Code logo on their website.

To significantly increase the volume of subscribers showing the Approved Code logo and that of The Motor Ombudsman, an electronic Smart Badge was developed, which allows consumers to immediately verify that businesses are signed up to The Motor Ombudsman. In addition, they are also able to navigate to the trader's profile page on the Garage Finder directly from the Badge.

Emphasising the importance of featuring the Smart Badge to both new and existing accredited businesses, principally through targeted marketing communications, will be an ongoing focus during 2023.

20. Staff learning and development

Staff engagement, learning and development continued to be a major focus in 2022, and training was undertaken throughout the year on a number of subjects, including:

- ▶ Mental health awareness;
- ▶ Personal effectiveness for remote workers;
- ▶ Managing remote teams;
- ▶ Microsoft Teams and Office software;
- ▶ Diversity and Inclusion;
- ▶ Insights Discovery; and
- ▶ Mental health first aid.

The training programme for 2023 will be tailored and geared towards ensuring continued employee progression, including the development of IT skills and mechanical knowledge via practical and face-to-face classroom-based learning.



21. Staff diversity and inclusion

An inclusive and diverse workplace, and one which promotes equality, has always played an important role in how we operate as an organisation. In addition to providing benefits to employees, a diverse workforce also enables The Motor Ombudsman to better represent the consumers that use our service, as well as to businesses that are accredited.

In 2022, we conducted our third annual Diversity and Inclusion staff survey to obtain the views of staff and how they view different aspects of our organisation. This included their opinion of diversity in the workplace, their sense of belonging, the importance that they and their peers place on diversity, and the degree of equality when it comes to development and learning opportunities within the business.

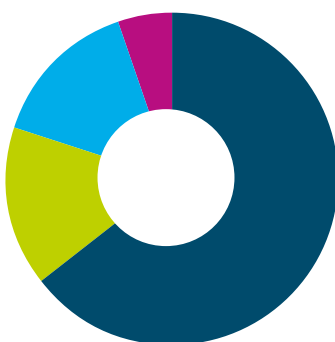
From the staff who took part on the study, they responded with the following answers to these three questions:

What is your age?



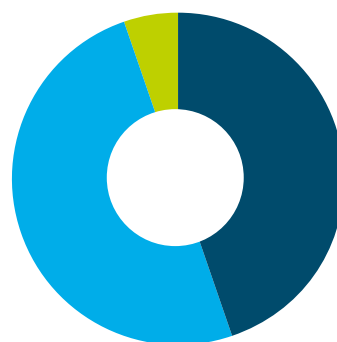
- 18 to 24: **9%**
- 25 to 34: **43%**
- 35 to 44: **22%**
- 45 to 54: **13%**
- 55 to 64: **13%**

What is your racial or ethnic identity?



- White: **62%**
- Asian: **15%**
- Mixed / Multiple Ethnic Groups: **14%**
- Black: **5%**

Do you identify with or practice any religions?



- Christianity: **43%**
- Do not practice any religion: **48%**
- Hinduism: **5%**

From the staff who responded in the study:

- ▶ **75%** explained that they feel they belong at The Motor Ombudsman,
- ▶ **79%** said that diversity was important to them;
- ▶ **91%** believed that we hire people from diverse backgrounds;
- ▶ **91%** were in agreement that they feel respected and valued by their teammates; and
- ▶ **96%** said they feel respected by their line manager.

The Motor Ombudsman's Diversity and Inclusion staff survey will be repeated in 2023, and highlights of the findings will be presented in next year's Annual Report.

Reflecting our organisation's commitment to equality, our senior management team has a **50-50** representation of males and females.

At The Motor Ombudsman, **32%** of staff members are female and **68%** of employees are male as at 31st December 2022.

22. The Motor Ombudsman Accounts: Finance Report

Extract from the Accounts for The Motor Ombudsman Limited

Profit and Loss account for the year ended 31 December 2022		
	2022	2021
	£'000	£'000
Turnover	2,696	2,367
Operating costs:		
Other external expenses	(82)	(77)
Staff costs	(1,870)	(1,741)
Amortisation and other amounts written off fixed assets	(71)	(120)
Other operating expenses	(567)	(502)
Profit before interest and taxation	106	(73)
Profit before taxation	106	(73)
Tax on profit	(16)	13
Profit for the financial year	90	(60)

All amounts relate to continuing operations.

There are no recognised gains and losses for the financial years other than those included above. Accordingly, no separate statement of comprehensive income is presented.

Balance Sheet as at 31 December 2022		
	2022	2021
	£'000	£'000
Fixed assets		
Intangible assets	79	164
Tangible assets	23	38
	102	202
Current assets		
Debtors	924	693
Cash at bank and in hand	(120)	(225)
	906	468
Creditors: amounts falling due within one year	(1,469)	(1,306)
Net current liabilities	(665)	(838)
Total assets less current liabilities	(563)	(636)
Deferred taxation	21	3
Net liabilities	(542)	(633)
Capital and reserves		
Called up share capital	-	-
Profit and loss account	(542)	(633)
Total shareholders' deficit	(542)	(633)

The financial statements were approved by the Board of Directors and authorised for issue on 13 September 2023.

Company Registration No. 06517394

23. Our 10 key areas of focus for 2023



Looking ahead to 2023, the **10** key areas of focus for our organisation are as follows:

- 1** To continue to **position** The Motor Ombudsman as the automotive dispute resolution provider, and the ADR body of choice for businesses across the motor industry;
- 2** To remain **compliant** with ADR and governance requirements and timescales stipulated by The Motor Ombudsman's "supervisory" bodies, such as the Chartered Trading Standards Institute (CTSI) and the Ombudsman Association (OA);
- 3** To **reduce** end-to-end case timings;
- 4** To improve the quality of decisions through **improved** case file collation and team **competence**;
- 5** For a **Talent Management** programme to be an integral part of staff development reviews;
- 6** To have consistent and regular business engagement and satisfaction with The Motor Ombudsman's service;
- 7** To improve **billing and debt collection methodology** for payable Service and Repair and Vehicle Sales Code cases by businesses
- 8** To **increase** the number of automotive businesses that are signed up to the body's Codes of Practice;
- 9** To **focus** a greater level of marketing spend on initiatives which raise awareness of The Motor Ombudsman amongst consumers and automotive businesses; and
- 10** To ensure that The Motor Ombudsman continues to remain **profitable**.



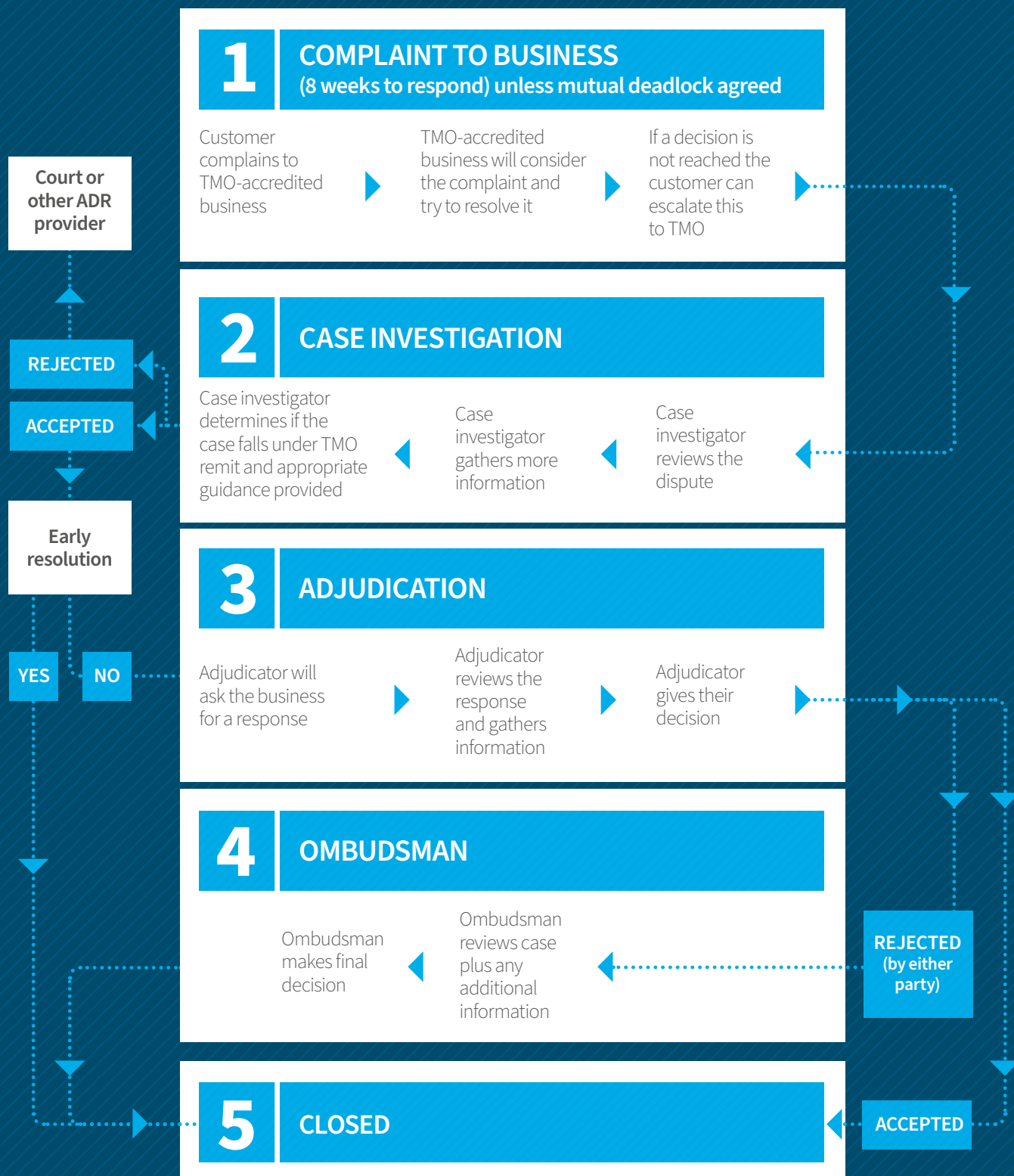
**THE MOTOR
OMBUDSMAN**

Appendices

These appendices are extracts from the full Motor Ombudsman's Independent Compliance Assessment Panel (ICAP) Annual Compliance Report 2022 which is available to view and download on [**TheMotorOmbudsman.org**](https://www.themotorombudsman.org).

A1. The Motor Ombudsman's Alternative Dispute Resolution process

The Motor Ombudsman's dispute resolution process is entirely in-house and free of charge for consumers, including the ombudsman's final decision, which is legally binding on the accredited business if the consumer chooses to accept it.



A2. Benefits of The Motor Ombudsman for consumers and businesses

1.2.3 Benefits of The Motor Ombudsman for consumers

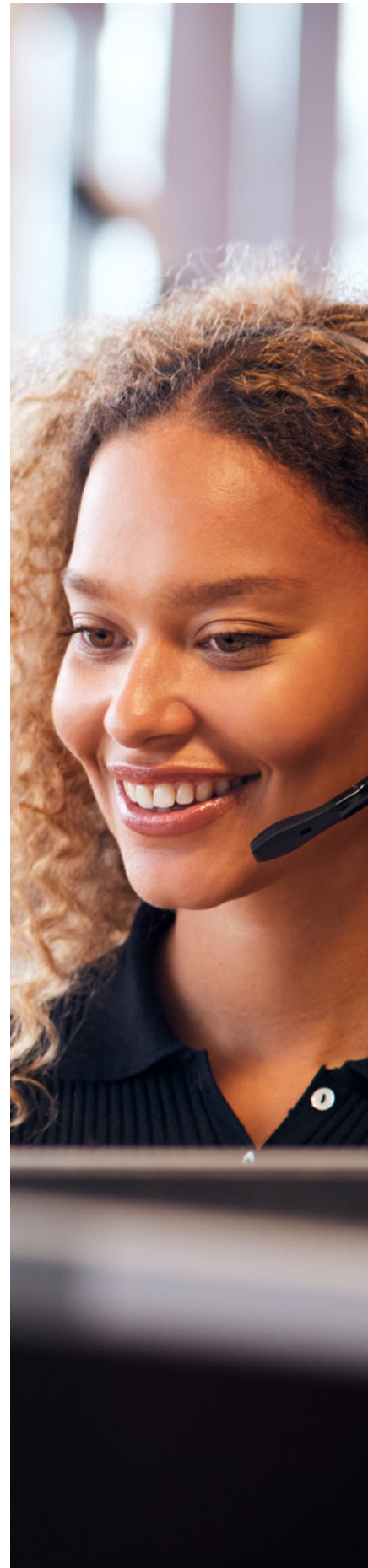
The Motor Ombudsman offers consumers the following key benefits:

- ✓ A clear channel and single point of contact for all motoring-related disputes
- ✓ Free access to the alternative dispute resolution (ADR) and ombudsman service, which is in-house from start to finish
- ✓ Guidance through the entire dispute resolution process to get a fair and impartial outcome
- ✓ Avoids the need for increased detriment through costly legal and court appearance fees
- ✓ Increased confidence and peace of mind when buying or servicing a new or used car that the accredited business is meeting high standards of service and workmanship
- ✓ A [Code of Practice portfolio](#) that covers the entire customer purchase and vehicle ownership experience
- ✓ The ability to search for a local garage / dealership or bodyshop that is accredited to the Service and Repair and / or Vehicle Sales Codes
- ✓ First-hand customer reviews and ratings on the online [Garage Finder](#) to make an educated decision when choosing a garage
- ✓ The Motor Ombudsman website provides a valuable resource for motoring-related information on topics, such as vehicle maintenance and [electric vehicles](#)
- ✓ Access to an [online recalls database](#) on The Motor Ombudsman website to check whether a specific vehicle (by VIN) has been recalled
- ✓ Access to a library of online [case studies](#) to view previous adjudication outcomes and final decisions taken by The Motor Ombudsman
- ✓ The ability to consult over **200** informative articles across 10 different categories on The Motor Ombudsman's [Knowledge Base](#) which look at subjects such as, car ownership, distance sales, dispute resolution, mediation, and electric vehicles prior to submitting a case

1.2.4 Benefits of accreditation to The Motor Ombudsman for businesses

Accreditation to The Motor Ombudsman offers businesses the following key [benefits](#).

- ✓ Allows them to demonstrate their commitment to the highest levels of care and workmanship and an open and transparent way of undertaking business
- ✓ Unlimited and tailored information from a team of legally experienced and trained adjudicators, who are all in-house
- ✓ Guidance through the entire dispute resolution process to get a fair and impartial outcome
- ✓ Avoids increased detriment through costly solicitor and court fees
- ✓ Full use of The Motor Ombudsman and CTSI-approved Code logos at their premises, and on their customer-facing literature and website
- ✓ A dedicated profile on the [Garage Finder](#) which can help to drive footfall, new business leads and revenue
- ✓ Valuable ratings and reviews from customers on their Garage Finder profile
- ✓ Amplified exposure through The Motor Ombudsman's marketing and PR activities
- ✓ Exclusive access to interactive and smart dashboards to allow accredited businesses to view the progression of customer contacts through the dispute resolution process, as well as the principal reasons for consumer complaints
- ✓ The DVSA will record whether a vehicle testing station (VTS) is a member of a Chartered Trading Standards Institute (CTSI)-approved Code of Practice during the MOT test centre inspection, which may help to consider a business as low risk, thereby resulting in reduced regulatory checks
- ✓ A certificate demonstrating commitment to one or more of The Motor Ombudsman's [Codes of Practice](#)
- ✓ The ability to enter The Motor Ombudsman's [Star Awards](#) to gain valuable exposure and recognition for the exceptional work and service provided to consumers



A3: Code of Practice performance summary



The following Code of Practice performance summary provides a year-on-year comparison of key metrics for each of The Motor Ombudsman (TMO)'s four CTSI-approved Codes of Practice.

The following is a glossary of terms used in this section:



CONSUMER CONTACTS are received by The Motor Ombudsman's Consumer Contact team, which can include a general query, and enquiries relating to live cases.



EARLY RESOLUTIONS are when complaints can be resolved simply with minimum intervention from The Motor Ombudsman.



ADJUDICATION CASES are raised if the business that a consumer has a dispute with is accredited to The Motor Ombudsman, the business has been given a maximum period of eight weeks to try to resolve the issue directly with the customer, and the complaint requires a formal decision.



FINAL DECISIONS are only ever issued by the ombudsman, and are the last stage of The Motor Ombudsman's involvement in a case if a consumer or accredited business does not accept the outcome of the adjudicator.

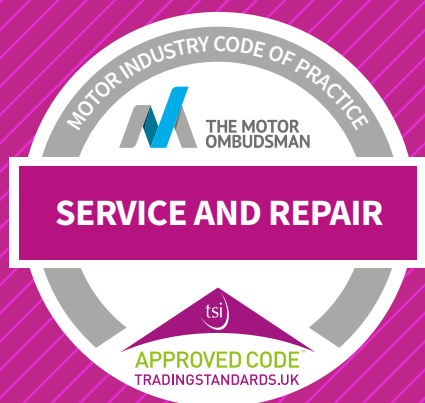
A final decision is made independently from the adjudicators by looking at all the facts of the case, and is binding if the consumer chooses to accept it.



ESCALATION RATE is the proportion of consumer contacts that become adjudication cases.

A3.1 Service and Repair Code

3.1 Service and Repair Code



The **Motor Industry Code of Practice for Service and Repair**, introduced in 2008, ensures that consumers receive an honest and fair service when visiting an accredited business's premises for work or repairs on their vehicle. It covers the use of clear advertising, open and transparent pricing, completing extra work only with prior agreement, and the use of competent and qualified staff. All businesses accredited to the Service and Repair Code can be found on The Motor Ombudsman's online Garage Finder.²

The **Service and Repair Code** covers the following principal areas:

- ☒ Advertising;
- ☒ The booking in of work;
- ☒ Pricing;
- ☒ Staff competency;
- ☒ The standard of work; and
- ☒ The handling of complaints.

No changes were made to the content of the Service and Repair Code in 2022.

3.1.1 Service and Repair Code performance data

Accredited businesses	2020	2021	2022	Trend (2022 v 2021)
Consumer contacts	13,136	24,316	15,690	▼
Early resolutions	85	171	81	▼
Adjudication cases*	2,087	1,693	1,821	▲
Ombudsman final decisions	124	99	207	▲
Escalation rate (Contacts to cases)	16%	7%	12%	▲

* The adjudication cases figure relates to the volume of cases passed to adjudicators for review.

² www.TheMotorOmbudsman.org/garage-finder

3.1.3 Service and Repair Code performance analysis

in 2022, consumer contacts relating to the Service and Repair Code decreased by just over 8,500 compared to the year before, falling **35%** from 24,216 in 2021 to **15,690**. This was in contrast to the sharp spike seen in enquiries in 2021, when vehicle usage increased as Covid-19 restrictions became fewer in number.

The volume of cases being accepted for adjudicators to deliver an outcome, rose year-on-year by 8% to a total of **1,821**, reversing the decline seen between 2020 and 2021. This was driven by more cases falling within the remit of The Motor Ombudsman compared to those processed in 2021.

The number of final decisions made for service and repair cases rose significantly in 2022 when compared to the volume seen in 2021, up from 99 to **207**, and representing a jump of 110%. This is the result of a recruitment drive at the beginning of the year and performance-driven changes to internal processes.

In contrast to the increase in volume reported between 2021 and 2022, the number of early resolutions decreased year-on-year by 53%, from 171 to **81**, as a greater proportion of service and repair cases were passed over to adjudicators for a decision during the year.

3.1.4 Percentage of Service and Repair Code cases by Code breach

Source of breach	2020	2021	2022	Trend (2022 v 2021)
1.0 Advertising	3%	3%	1%	▼
2.0 Booking in of a vehicle	22%	11%	9%	▼
3.0 Standard of work	47%	68%	76%	▲
4.0 Billing	9%	4%	4%	—
5.0 Approach of staff	9%	4%	6%	▲
6.0 Complaints handling	10%	10%	4%	▼

Consumer complaints relating to the Service and Repair Code in 2022 resulted from the following principal breaches:

3.0 The standard of work (76% of breaches):

- The accredited business did not carry out the work within the agreed timescale or exercise the expected reasonable skill and care [3.10]³.
- The accredited business did not act promptly and effectively in the response to consumer questions regarding the work completed, and swiftly investigate issues with the work [3.12]; and
- Servicing carried out in accordance with the requirements of a new vehicle warranty was not performed according to the vehicle manufacturer's service specification and documentation [3.7].

2.0 The booking in of a vehicle (9%):

- The accredited business did not fully explain and give clear practical advice to the consumer to help understand the work required [2.3];
- The chargeable diagnostic or exploratory work was not confirmed and agreed during the booking process, and / or the cancellation policy was not made clear to the consumer [2.4]; and
- Quotations were not given and agreed with the consumer before work was carried out [2.9].

5.0 Approach of staff (6%):

- Staff were not trained in, and did not abide by the Service and Repair Code, comply with applicable legislation, or be professional and polite to the customer at all times [5.1];
- Staff were not competent to carry out the work within their responsibilities [5.3]; and
- Staff were not committed to completing work accurately and efficiently, and were not attentive, especially to the needs of vulnerable consumers [5.2].

A3.2 New Car Code

3.2 New Car Code



First launched in 1976, and endorsed by the Office of Fair Trading (OFT) in 2004, the **Motor Industry Code of Practice for New Cars** ensures that vehicle manufacturers supply new cars and warranties to consumers responsibly. The Code helps to safeguard new car buyers from misleading advertising, and ensures that documentation supplied to consumers is easy to understand, that the terms of a warranty will be respected, and that any complaints will be handled swiftly.

In 2022, a total of **40** businesses, including new joiners Genesis Motor UK and CUPRA, were accredited to the New Car Code, meaning that around **99%** of all new vehicles sold across the UK were covered by it.

The **New Car Code** covers the following principal areas:

- ✓ Advertising;
- ✓ New car provisions;
- ✓ Manufacturer new car warranties;
- ✓ The availability of replacement parts and accessories; and
- ✓ Complaints handling.

No changes were made to the New Car Code in 2022.

3.2.1 New Car Code performance data

	2020	2021	2022	Trend (2022 v 2021)
Consumer contacts	8,729	15,423	12,551	▼
Early resolutions	147	152	141	▼
Adjudication cases*	1,006	1,164	1,226	▲
Ombudsman final decisions	104	141	129	▼
Escalation rate (Contacts to cases)	12%	8%	10%	▲

* The adjudication cases figure relates to the volume of cases passed to adjudicators for review.

3.2.3 New Car Code performance analysis

Consumer contacts in relation to the New Car Code fell in 2022 to 12,551, from the higher figure of **15,453** recorded the year before. This was most likely to be influenced by the decrease in new car registrations in 2022, compared to that seen in the previous year, as supply chain and semiconductor chip issues persisted.

Mirroring the positive rise seen between 2020 and 2021, the volume of cases accepted for adjudication increased by **5%** to 1,226 – the highest level in three years. This was due to more disputes falling within the remit of this Code.

The volume of ombudsman final decisions and early resolutions made during 2022 both fell by 8.5% and 7% respectively.

3.2.4 New Car Code cases by breach

Source of breach	2020	2021	2022	Trend (2022 v 2021)
1.0 Advertising	16%	8%	5%	▼
2.0 New car provisions	7%	2%	0%	▼
3.0 Manufacturers' new car warranties	70%	72%	84%	▲
4.0 Availability of replacement parts and accessories	4%	8%	7%	▼
5.0 Complaints handling	4%	10%	5%	▼

Consumer complaints relating to the New Car Code in 2022 resulted from the following principal breaches:

3.0 Manufacturers' new car warranties (84% of breaches):

- The customer's warranty claim was incorrectly dismissed [3.8]⁴;
- The terms of a new car warranty were not written in plain English, and did not clearly list items specifically included or excluded from its scope and the geographical coverage of the warranty provided [3.3]; and
- The consumer did not continue to benefit from the manufacturer's new car warranty whilst the car was serviced to the manufacturer's recommendations [3.1].

4.0 Availability of replacement parts and accessories (7%):

- Where the accredited business's parts were supplied to their dealers, they were not of a satisfactory quality and fit for the purpose for parts of that type which were normally used [4.1]; and
- Spare parts were not made available from the time a new model was launched, throughout its production and for a reasonable period thereafter [4.3].

1.0 Advertising (5%):

- Advertisements, promotions or any other publications or communications, whether in writing or otherwise, contained content which was likely to have misled or be misunderstood by a consumer [1.1]; and
- Where a rust / corrosion-proofing process was advertised, the limitations were not made available to consumers [1.7].

5.0 Complaints handling (5%):

- The accredited business did not take effective, immediate action in order to ensure that the consumer received a fair response to their complaint. [5.1];
- The accredited business did not have in place an accessible arrangement for the handling of complaints, and details of the complaints procedure were not made available to the consumer on request [5.2]; and
- The accredited business did not advise the consumer of their right to refer their complaint to The Motor Ombudsman [5.4].



⁴Numbers in brackets denote Code of Practice clause reference.

A3.3 Vehicle Warranty Products Code



Unveiled in 2009, the **Motor Industry Code of Practice for Vehicle Warranty Products** aims to provide guidelines for the supply of automotive warranties, including coverage of both insured and non-insured products. The Code currently represents about 70% of the industry's major providers that administer over two million products to consumers.

The Vehicle Warranty Products Code covers the following principal areas:

- | | |
|---|---|
|  Advertising; |  Service contracts, guarantees and non-insured products; |
|  Point of sale obligations; |  Insured products; and |
|  The clarity of information provided to customers; |  Complaints handling. |
|  The handling of claims; | |

No changes were made to the content of the [Vehicle Warranty Products Code](#) in 2022.

3.3.1 Vehicle Warranty Products Code performance data

	2020	2021	2022	Trend (2022 v 2021)
Consumer contacts	1,871	4,054	4,019	▼
Early resolutions	15	16	14	▼
Adjudication cases*	364	321	388	▲
Ombudsman final decisions	30	32	46	▲
Escalation rate (Contacts to cases)	19%	8%	10%	▲

*The adjudication cases figure relates to the volume of cases passed to adjudicators for review.

3.3.3 Vehicle Warranty Code performance analysis

Consumer contacts in relation to the Vehicle Warranty Products Code in 2022 remained at a very similar level compared to 2021, dropping by only 1% year-on-year, from 4,054 to **4,019** due to fewer disputes reaching The Motor Ombudsman.

However, a greater proportion of the contacts that were received during the 12-month period, were escalated to a case for adjudication (**10%** in 2022 compared to 8% in 2021), which was echoed by **388** cases being passed for formal adjudication in 2022, versus 321 in 2021, and early resolutions dropping very slightly to 14 in 2022 (from 16 the previous year).

Ombudsman final decisions equally saw a positive rise in the volume issued to consumers and businesses, reaching a three-year-high of **46** in 2022, and surpassing the previous totals of 32 set in 2021, and 30 in 2020.

The contact to case escalation rate dropped by 11 percentage points between 2020 and 2021, hitting a three-year low of **8%**. The number of final decisions made during 2021 remained little changed compared to the previous months at **32**.

3.3.4 Vehicle Warranty Products Code cases by breach

Source of breach	2020	2021	2022	Trend (2022 v 2021)
1.0 Advertising	2%	4%	2%	▼
2.0 Point of sale	33%	10%	8%	▼
3.0 Clarity of information	43%	36%	70%	▲
4.0 Claims handling	21%	40%	13%	▼
5.0 Service Contracts, Guarantees and Non-insured Products	0%	2%	1%	▼
6.0 Insured Products	0%	8%	0%	—
7.0 Complaints handling	0%	8%	6%	▼

Consumer complaints relating to the Vehicle Warranty Products Code in 2022 resulted from the following principal breaches:

3.0 Clarity of information (70%)

- The consumer was not fully informed about which components were and were not covered by the warranty product [3.4];
- Warranty terms and conditions were not written in plain English, and were ambiguous or difficult to understand [3.1];
- The warranty provider did not clearly set out the consumer's cancellation rights and state its policy on premature cancellation of the contract after the expiry of the initial cancellation period [3.6]; and
- The accredited business did not clearly set out their policy on the reimbursement of expenses in the event of a breakdown and advise whether the consumer's vehicle was covered whilst abroad [3.8].

4.0 Claims handling (13% of breaches):

- The product cover did not continue for mechanical breakdowns and part failures unconnected with vehicle servicing [4.9]⁵;
- The warranty provider took too long to make a decision on the claim [4.2]; and
- The warranty provider refused the consumer's claim without giving consideration to the circumstances of the case [4.8].

2.0 Point of sale (8%):

- The consumer was not provided with appropriate information regarding key terms of the product(s) and cover prior to them signing a contract [2.2];
- The accredited business did not ensure that the retailer provided the consumer with sufficient and accurate product information to enable them to make an informed decision [2.9].

⁵ Numbers in brackets denote Code of Practice clause reference

A3.4 Vehicle Sales Code

3.4 Vehicle Sales Code



Launched in 2016, and celebrating its five-year anniversary in 2021, **the Motor Industry Code of Practice for Vehicle Sales** focuses on the sale of both new and used cars at an accredited garage, dealership or used car outlet, as well as the supply of finance and warranties. It covers areas, such as the use of transparent wording of advertising and pricing, clear and transparent invoicing, and that the sale of a used car is supported by a vehicle provenance check to ensure that it has not been stolen, written-off and is free of any outstanding finance payments. Businesses accredited to the Vehicle Sales Code can be found on The Motor Ombudsman's Garage Finder.⁶

The Vehicle Sales Code covers the following principal areas:



Advertising;



The provision of warranty products;



The presentation of used cars for sale;



The provision of finance products;



The presentation of new cars for sale;



Aftersales support; and



The vehicle sales process;



Complaints handling.

No changes were made to the content of the [Vehicle Sales Code](#) in 2022.

3.4.1 Vehicle Sales Code performance data

	2020	2021	2022	Trend (2022 v 2021)
Consumer contacts	20,822	45,821	27,305	▼
Early resolutions	142	289	181	▼
Adjudication cases*	2,753	2,652	2,958	▲
Ombudsman final decisions	222	228	316	▲
Escalation rate (Contacts to cases)	13%	6%	11%	▲

* The adjudication cases figure relates to the volume of cases passed to adjudicators for review..

⁶ www.TheMotorOmbudsman.org/garage-finder

3.4.3 Vehicle Sales Code performance analysis

Consumer contacts received by The Motor Ombudsman in relation to a new or used vehicle purchase decreased by 40% in 2022 to **27,305** (compared to 45,821 in 2021), in a year that saw production issues hamper the new car market, which in turn caused shortages on used car forecourts and rising prices, due to there being less stock available to sellers. Monthly contacts peaked most notably in March and August/September – the two busiest times for UK car sales when the new vehicle registrations are introduced.

In contrast, the number of cases accepted for adjudication increased by **12%** from 2,652 to **2,958**, as a greater proportion fell within The Motor Ombudsman's remit compared to 2021.

Buoyed by a greater level of resource and increased efficiencies brought about by process changes, the number of ombudsman final decisions, for what is The Motor Ombudsman's busiest Code of Practice, rose to a three-year high of 316 – an increase of 39% and 42% relative to the volumes seen in 2021 and 2020 respectively.

3.4.4 Vehicle Sales Code cases by breach

Source of breach	2020	2021	2022	Trend (2022 v 2021)
1.0 Advertising	6%	5%	5%	–
2.0 Presentation of used cars for sale	6%	9%	8%	▼
3.0 Presentation of new cars for sale	1%	1%	1%	–
4.0 The vehicle sales process	6%	6%	5%	▼
5.0 Provision of warranty products	6%	2%	2%	–
6.0 Provision of finance products	1%	0%	0%	–
7.0 Quality of a vehicle at the point of purchase	58%	34%	32%	▼
8.0 Aftersales support	9%	36%	44%	▲
9.0 Complaints handling	7%	7%	3%	▼

Consumer complaints relating to the Vehicle Sales Code in 2022 resulted from the following principal breaches:

8.0 Aftersales support (44% of breaches):

- The accredited business did not meet its legal obligations to the consumer [8.5]⁷;
- The aftersales support and accredited business's facilities did not operate in line with The Motor Ombudsman's Motor Industry Code of Practice for Service and Repair [8.3]; and
- The consumer was not made aware of the aftersales support available by the vehicle retailer [8.1].

7.0 Vehicle purchase quality (32%):

- The seller of the vehicle did not meet its legal obligations to the consumer, and the car was not fit for purpose, of satisfactory quality, and as described [7.4];
- The consumer did not receive a full documented handover regarding the operation of the vehicle and associated documentation made available to the accredited business [7.2]; and
- When the consumer took delivery of their vehicle, they were not made aware of the aftersales service provisions available, including details of the accredited business's complaints handling procedure [7.1].

2.0 Presentation of used cars for sale (8%):

- Faults identified during the pre-sales inspection were not recorded and rectified prior to the sale of the vehicle to ensure that it was in a safe and roadworthy condition [2.10].
- Used vehicles were not subject to a pre-sales inspection in accordance with an approved checklist [2.9]; and
- The accredited business did not provide the consumer with any other information that could affect their transactional decision [2.13].

⁷ Numbers in brackets denote Code of Practice clause reference.

A4. Case studies - adjudication outcomes and final decisions

For all case studies relating to The Motor Ombudsman's Codes of Practice in 2022, please refer to the 2022 ICAP Report, which can be found at:

www.TheMotorOmbudsman.org/useful-information/media-publications/reports/independent-compliance-assessment-panel-reports



¹⁰www.themotorombudsman.org/garage-finder



**THE MOTOR
OMBUDSMAN**

TheMotorOmbudsman.org

Follow and Like us:



Linked