

**The Motor Ombudsman’s Star Awards   
Example text for customers**

The following is some example text you can use to promote the awards to your customers, either when sending a letter or an e-mail. Please fill out the blocks in yellow with the relevant details for your business, and modify the content as necessary

**Had great work and service?**

**Nominate us for a Motor Ombudsman Star Award!**

Dear [Customer name],

Here at [Business name], we believe in delivering the highest level of customer service, which is demonstrated by our commitment to The Motor Ombudsman’s Motor Industry Code of Practice for Service and Repair / Vehicle Sales / New Car / Vehicle Warranties **[PLEASE DELETE AS APPROPRIATE]**.

The Motor Ombudsman, the Ombudsman dedicated to the automotive sector, is once again inviting nominations for their Star Awards, which have been designed to recognise the lengths that individual staff members, and businesses, such as ourselves, go to, to consistently provide a high standard of work and customer service.

If you think we’ve gone above and beyond during the past 12 months – then we’d be grateful if you could **nominate our business or an individual staff member that you have recently dealt with**!

**How can you put our business or our team members forward for an award?**

Submitting a nomination is easy, and only takes a few minutes. You simply need to complete a short form on The Motor Ombudsman’s website using the link below, where you will be asked to write a short account about why you think we should win!

And as a thank you for taking part – you will have the opportunity to be entered into a prize draw to win £250 in shopping vouchers!

Nominations will be accepted between 6th May and 17th of October 2025.

You can find out more about how to nominate us here: [**TheMotorOmbudsman.org/Awards**](https://www.themotorombudsman.org/awards).

Thank you for your support,

[Business name]

A close up of a logo

AI-generated content may be incorrect.