

Consumer Charter

Our promise to put you first

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At Auto Trader, we're committed to providing you, the consumers who use our marketplace, with the most efficient experience of buying, with the assistance of products and services designed to help you choose the right car, at the right price, and from the right place. In the process, we promise to always put your needs first, which we believe is essential to our business, in order to maintain the trust that consumers place in our brand.

What do we mean by 'put you first'?

When you're using any of our products and services, you can be confident that we'll pull out all of the stops to put you first, which is framed around a set of core principles:

Be fair, appropriate, professional, honest and transparent in every interaction we have with you...

We are dedicated to always improving the service we provide you. We aim to achieve this by being honest and transparent in everything we do and ensure that every consumer contact is handled in a professional manner.

Provide information that is straightforward, simple, accurate and right for you...

We are dedicated to doing what is right by our consumers and make sure everything we provide is suitable for your needs. We aim to achieve this by providing you with information in a straightforward manner, in plain-English and by making your experience with us as simple as we possibly can.

Provide a level of service to meet your needs...

We are dedicated to providing a level of service which helps make things easier for you, or providing additional products or services you could benefit from. We strive to seek feedback from you and use this invaluable insight to improve our products and services.

Putting things right when there's a problem...

We are dedicated to resolving any problems quickly and effectively. If you need to make a complaint please contact us; we promise to resolve your query as efficiently as possible.

Looking after customers who need extra help...

We are dedicated to providing a service that is suitable to your circumstances and your needs. We want to do everything we can to support you if you have additional needs.

Not resting on our laurels...

To ensure we have ongoing commitment to this promise we will conduct regular reviews to ensure we are delivering an outstanding service which provides the best outcomes for our consumers.

Along with our principles, our values ensure that in every interaction we have with you, whether you're searching for your next car or selling your current one, we'll treat you in a fair, professional, honest and transparent way.



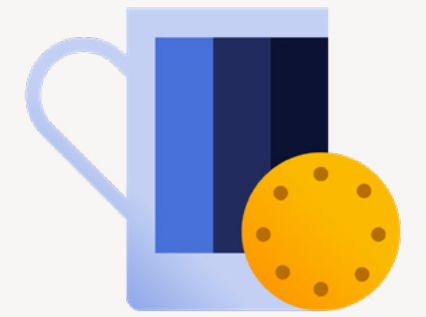
BE DETERMINED

We are determined to provide our consumers with the best experience possible. We have the conviction to do the right thing for them and will always roll up our sleeves to get the job done.



BE COURAGEOUS

We are bold in our thinking, overcoming fears, challenging convention and embracing change.



BE HUMBLE

We are open, honest, approachable and we treat each other fairly. We recognise success in ourselves and others but admit and learn from mistakes.



BE RELIABLE

We are outcome-oriented and we do what we say we will do. We perform under pressure and have a strong work ethic.



BE CURIOUS

We are always learning. We question why, we search for better ways, ask questions and actively listen.



BE COMMUNITY MINDED

We look after each other, respect diversity and advocate inclusion. We are committed to making a difference to the communities around us and think of others before ourselves.



All of our products and services are designed with our customer's needs in mind to make the process of buying a car as transparent, convenient and as stress free as possible.