

Customer Charter

Our promise to treat you fairly

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At Auto Trader, we're committed to providing you, the customers 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 treat you fairly, which we believe is essential to our business, in order to maintain the trust that customers place in our brand.

What do we mean by 'treating you fairly'?

When you're using any of our products and services, you can be confident that we'll pull out all of the stops to treat you fairly, 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 customer 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 any vulnerability. Vulnerability can take many forms and 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 treats customers fairly.

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.

Our core values are:



BE DETERMINED

Our business is made up of 800 people determined to provide our customers 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 HUMBLE

We are always mindful of how important our customers are to our business. In everything we do, we keep them front of mind, to ensure the products and services we create, accurately serve their needs.



BE RELIABLE

We are exceptionally proud of the quality of our products and services, and can be relied on to work at the highest of standards. 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 COURAGEOUS

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



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 to make the process of buying a car as transparent, convenient and as stress free as possible.