

Customer Charter

Our promise to treat you fairly

At Autotrader, 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:



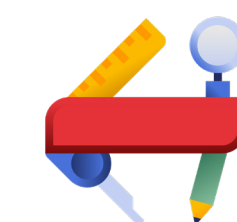
Community

We connect and understand each other, respect our differences and focus on finding common ground. We are committed to making a difference in the communities around us.



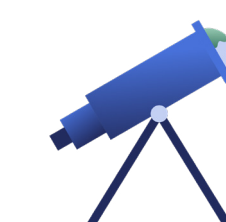
Humble

We share in our failures as well as our successes. We earn our place and take nothing for granted.



Adaptable

Our ability to change and change again is our greatest strength. We act for the long term, accept uncertainty and challenge everything.



Curious

We look up, listen, think beyond the obvious and find the Autotrader way. We're restless and always thinking about what's next.



Determined

We get stuck in and have the conviction to make big things happen. We persevere and aren't scared to do the hard thing.



Decisive

We crack on, trusting our instincts, data and experience. We sometimes disagree, but we always commit and deliver together.