



The NCC is the UK trade body for the tourer, motorhome, caravan holiday and park home industries.

**16<sup>th</sup> October 2012**

**FIRST BUSINESSES TO ACHIEVE NEW NCC 'APPROVED DEALERSHIP' STATUS  
UNVEILED AT MOTORHOME & CARAVAN SHOW 2012**

The NCC has today announced the names of the first dealerships to achieve new NCC 'Approved Dealership' status.

NCC Director General, John Lally, announced the names of the thirty 'Approved' tourer and motorhome dealerships at a breakfast briefing held on the opening day of The Motorhome & Caravan Show (16-21 October) at the National Exhibition Centre in Birmingham.

The NCC Approved Dealership scheme establishes a benchmark for how a dealership must undertake all relations with its customer base and aims to promote best practice and raise standards of professionalism and customer service across the industry.

The first businesses to be granted new NCC 'Approved Dealership' status are:

Brownhills Motorhomes Ltd, Campbells Ltd (Preston), Campbells Ltd (Kirkham), Couplands Caravans Ltd, Don Amott Leisure Ltd, Dyce Caravans Ltd, Golden Castle Caravans Ltd, Highland Campers Ltd, Lee Davey Caravans Ltd, Leisure World Group Ltd T/A Catterick Caravans, Leisure World Group Ltd T/A Ebor Leisure World, Leisure World Group Ltd T/A Tyneside Leisure World, Lowdham Leisureworld Ltd, Lowdham Outdoor Leisure Ltd, Lowe and Rhodes Leisure Ltd, Northern Caravans, North East Caravans Ltd, Norwich Caravans Ltd, Overland Caravans, Premier Motorhomes Ltd, Raymond James Caravans Ltd, Roundstone Caravans Ltd, Salop Leisure Ltd, The Hambleton Group Ltd T/A Teesside Caravans, Travel Cruiser Concessionaires Ltd T/A Travelworld, Venture Caravans, Wallace Caravans, Wandahome (Knottingley) Ltd, Wandahome (South Cave) Ltd, Washington Caravan and Leisure Ltd

The NCC has developed the new initiative to ensure that caravan and motorhome buyers are always treated fairly and enjoy a greater level of consumer protection than the minimum required by law.

**MORE...**

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At the heart of the scheme is a Consumer Code of Practice, which is itself modelled on Office of Fair Trading consumer code criteria. The Code establishes the standard, which is then monitored and policed through the scheme. Before an NCC member business can achieve 'Approved Dealership' status they must undergo a rigorous independent assessment that reviews their operations against the Code.

The scheme demands high standards in all areas, such as how a dealership markets its products, processes requests for information, helps consumers through the model selection and buying process, manages handovers and handles any customer complaints.

The key benefits to consumers of choosing to buy from an NCC Approved Dealership are that the Dealership:

- makes a conscious and tangible commitment to protect their interests, to operate to best industry practice and maintain high standards;
- provides a greater level of consumer protection than is required by law;
- deals in an open, honest and fair manner;
- commits to delivering high standards of customer satisfaction.

The businesses that have achieved 'Approved Dealership' status will now be able to display the 'NCC Approved tick' logo on their websites, marketing materials and at their premises, helping consumers to more easily seek out businesses that are demonstrating their commitment to operating in a fair, open and honest way.

The NCC Approved Dealership scheme is overseen by an independent Policy Board, with consumer interest representation, responsible for ensuring compliance standards are maintained. The scheme also benefits from the support of The Camping and Caravanning Club and The Caravan Club and is backed by the caravan and motorhome industry's major manufacturers.

For further information visit [www.approveddealerships.co.uk](http://www.approveddealerships.co.uk) and then navigate to either the tourer or motorhome website of your choice. A list of all NCC member businesses that have achieved NCC 'Approved Dealership' status is available on the website.

ENDS

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