

## Press Release

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# Carwow honours excellence in motor retail with 'Top Rated' accolades

Carwow's 'Top Rated' accreditation returns for a second year, honouring retail partners that have consistently provided the highest levels of customer service, attracted positive reviews and achieved high conversion rates over the past 12 months.

Introduced in 2024, the programme has already had an impact on consumer trust, with six in 10 visitors to the Carwow platform saying they would be more likely to change their cars with a retailer that has a 'Top Rated' status.

The 2025 accreditation has been awarded to 498 independent, franchise, leasing partners, and direct-to-consumer (D2C) brands, which have been active on Carwow for a minimum period of six months. Tailored assessments are made for partners that buy stock from private sellers via Carwow's daily auctions, or retail to new and used car buyers. To meet the criteria, partners must have secured positive customer reviews, have fast response rates, deliver a quality customer experience and have received no customer complaints within the past 12 months.

Accredited retailers receive a mixture of physical and digital marketing collateral from Carwow to showcase their 'Top Rated' status. Carwow will also highlight the accreditation via its website, helping to engage consumers at specific points in their car-changing journey. Meanwhile, a dedicated EV category shines a spotlight on retailers that are trailblazing the path to electrification.

Volvo Car UK is one of the D2C brands to have been recognised in this year's 'Top Rated' programme for delivering an industry-leading sales strategy and excellence in customer experience.

**Nicole Melillo Shaw, Managing Director at Volvo Car UK, commented:** "We are extremely proud to have been recognised as Carwow 'Top Rated' for a consecutive year. This accreditation is testament to the great customer experience provided by Inside Sales, our Volvo retail network and, of course, our Customer Care teams. I am personally so proud to see our D2C strategy having such a positive impact on the customer journey, and to have this stamp of approval from an industry-leading brand like Carwow."

**John Veichmanis, Chief Executive Officer at Carwow, said:** "Having witnessed the delight of our recognised partners and how 'Top Rated' status influenced consumer confidence last year, we knew we had to build on that in 2025. The programme shines a light on those partners who deliver excellence in customer service to secure a competitive advantage in an ultra-competitive market, and they proudly showcase this accreditation in their showrooms and on their websites.

"With a critical September ahead, the 'Top Rated' accreditation will help retailers build trust, guide consumers in their car-changing decisions and bolster Carwow's position as the go-to destination for over 10 million people."

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Keywords:

Descriptions and facts in this press material relate to Volvo Car UK's car range. Described features might be optional. All information is correct at time of going to press and may be altered without prior notification.

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