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# Hire firms in premium call rate 'rip-off'

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CAR hire firms have been accused of ripping off customers with premium rate phone lines for customer service and reservations.

Calls are costing up to 65p per minute, or £39 an hour, research by the Sunday Express and the Fair Telecoms Campaign found.

Europcar uses an 087 number for reservations despite calls costing 65p per minute from mobiles.

German-based Sixt has a 62p per minute number for reservations and customer service inquiries, although the firm has now vowed to axe it. And rental giant Hertz also use a 62p number for reservations. The numbers typically cost 22p per minute from landlines.

Last night campaigners called for tougher regulation and labelled the use of premium lines "outrageous".

Martyn James, of resolver.co.uk, said: "Car hire firms never miss an opportunity to rip off customers, so this isn't a surprise."

A spokeswoman for Europcar UK said: "Our website and app provides an easy option for customers."

Hertz added: "Hertz offers its customers a range of contact options, including email, live web chat and a local rate number."

