

# Award-Winning Car Hire Site Launches 'Raising the Standard' Scheme



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Leading comparator Carrentals.co.uk announces fairer deal for travellers scheme

21 April 2010 – Popular online car hire website Carrentals.co.uk has launched a new campaign called 'Raising the Standard' to help get the best and fairest deals for tourists and travellers on their travel services and requirements.

The programme will campaign to help people get hold of fairer services on travel, with Carrentals.co.uk having a mission to prevent consumers having to pay over the odds for services and to also limit heavy charges which can be levied on travellers.

The Raising the Standard scheme is located online at the new [car hire forums](#) and there users will find a forum, a blog and many downloadable papers which will advise them on all manner of travel problems they might come into contact with. Topics featured in the papers include [car hire](#), flights, accommodation, holiday health issues, travel insurance and optional holiday extras.

People can go to the online forum to talk about any issues or problems they have had while on holiday and Carrentals.co.uk will seek to host future Q&A sessions with relevant travel industry experts to help people get the very best advice.

Gareth Robinson, managing director of Carrentals.co.uk, says: "Our goal has always been to give people more than 'just' great value car hire deals. Renting a car is only one part of going on a holiday so we are offering people an interactive resource which can assist them with all sorts of issues. Our Raising the Standard campaign will help people find the best advice and information and keep them as savvy as can be."

Carrentals.co.uk has partnered up with travel industry experts including Questor Insurance, Zintech, Fly.co.uk and Self Catering Breaks to run the scheme. Each partner will bring something to the debate and advice offered by the Raising the Standard campaign.

Andrew Lawrence of Questor Insurance says: "There is so much information on the web today and a lot of it is ill-targeted and incorrect. The Raising the Standard forum will be the ideal place to go to find useful information and responses to personal questions on all manner of issues including travel insurance."

Anybody is able to sign up for the Raising the Standard forum which is monitored at all times. Carrentals.co.uk will offer prompt and helpful responses to all consumer queries at all times.

To register for the Raising the Standard forum or for further information about the campaign, please visit the new [car hire forums](#).

Carrentals.co.uk compares car hire deals from up to 50 rental companies, including Alamo, Budget, easyCar, Holiday Autos and Sixt, in over 9,000 locations worldwide.

To compare the latest car hire deals visit [www.carrentals.co.uk](http://www.carrentals.co.uk).

/ends.

## **About**

## **Carrentals.co.uk**

Carrentals.co.uk was launched in February 2003 and grew to become one of the UK's leading online car hire companies by 2006.

In 2007 the company re-launched its site to create the first major online price comparator in the travel industry. Using the latest technology the Carrentals.co.uk site now searches up to 50 different car hire websites, providing an impartial comparison of the best prices available in over 9,000 locations.

Websites searched include Alamo, Budget, easyCar, Ebookers, Hertz, Holiday Autos, Opodo, Sixt and Thrifty, with the Carrentals.co.uk site quickly comparing prices and allowing customers to refine their search by car type.

The Carrentals.co.uk site also features over 5,000 pages of travel information in a mini-guide format.

In 2008 Carrentals.co.uk was voted Best Car Hire Website in the Travolution Awards. To book or for further information visit [www.carrentals.co.uk](http://www.carrentals.co.uk)

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