

CODE OF ETHICS OF THE AMERICAN CAR RENTAL ASSOCIATION

The members of the American Car Rental Association (ACRA) provide a valuable service to consumers in the transportation and mobility sector. The ACRA Code of Ethics is a set of principles designed to guide car rental professionals to conduct business honestly and with integrity. ACRA's members believe that adherence to the values expressed in the ACRA Code of Ethics will promote best practices on behalf of the consumer.

Principles

1. **Adherence to the Law.** ACRA members should comply with all applicable requirements of local, state, and federal laws.
2. **Supporting Transparency.** ACRA members should strive to provide the highest level of price and service transparency to the consumer during the booking and transacting of a rental agreement.
3. **Full Disclosure.** ACRA Members should provide all relevant and available information to the consumer regarding the vehicle rental, including rights, duties and obligations of all parties. Such disclosures should be made available to the consumer before or at the time of rental.
4. **Good Faith Effort.** ACRA members should make a good-faith effort to deliver the services procured by the consumer in a timely and efficient manner. When extenuating circumstances and/or irregular operations occur, ACRA members should make efforts to accommodate the customer in the best, available means possible.
5. **Anti-Discrimination-**ACRA members should comply with all federal, state and local anti-discrimination laws and will not discriminate based on a customer's race, religion, national origin, gender, sexual orientation, or disability.