

Festive car hirers face peak prices both at home and away

Being flexible could be key to saving money when it comes to car hire this Christmas

##LONDON, 9th December, 2015: MoneyMaxim.co.uk, the Car Hire and Car Hire Insurance comparison service, explains why car hirers would do well to act now and be flexible if they want to book a vehicle for the festivities.

Research carried out by MoneyMaxim has found that the average price of car hire can rise by up to 2000% in some holiday hotspots from the week before Christmas to the Christmas and New Year week. For example average prices rise from a very reasonable £4.57 for the whole week from the 13th to the 20th December in Malaga, to over £100 in the Christmas and New Year weeks. Ski holiday hirers are also likely to see a rise in prices, which could be up to 246% at Geneva Airport for example. Both travellers who are going abroad or those who have friends and family visiting from afar who want to hire a car, are urged to book sooner rather than later to secure their preferred car over Christmas and New Year.

The research also found big variations in the cost of car hire around our capital, showing that if people are flexible and prepared to travel to a car hire location, they can make significant savings. For instance, in the same week for the same class of hire car, it would cost you 70% more hiring it at London Victoria Station that it would be if you hired it at London Heathrow Airport.

The average price of the four cheapest compact car deals found on the MoneyMaxim website rises from £76.03 in the week before Christmas to over £330 in both the Christmas and New Year's weeks at London Heathrow Airport. At London's Victoria Station, average car hire prices for the week before Christmas start at £187.84, rising to over £563 for both the Christmas and New Year's week. Car hirers at Euston see the biggest leap of 345%, with average prices in the week before Christmas at £123.44 rising to over £549 in the New Year's week.

Mark Bower, Managing Director of MoneyMaxim commented "Christmas and New Year are possibly the busiest time in the car rental market both here and abroad and the prices we have found seem to reflect this. With demand only going to increase between now and the holiday period, it's likely that rates will do so as well. We have also seen how these rates can vary within an area so it certainly pays to be flexible and shop around."

"Another recommendation for those who want to keep costs of their car rental down is for them to consider independent excess insurance. Excess protection can cost £10 -£20 per day, if bought directly from the rental desk, but less than £2 a day through suppliers featured on the MoneyMaxim Car Hire Excess Insurance comparison service." This service can be found at www.moneymaxim.co.uk/compare-car-hire-excess-insurance.

"Buying such cover is wise at this time of year given bumps, scrapes and chipped windscreens are more likely to occur during longer nights and poorer weather," he continued.

"Finally, think before you book extras – if you can use your own Sat Nav or Child Seat you can find yourself saving between £5 and £10 a day on each item – which soon adds up."

Some of the lowest car hire prices can be found through the MoneyMaxim service at www.moneymaxim.co.uk/car-hire/ which compares rates from both major brokers and directly from car hire firms. The service also offers users the chance to hunt out deals with fair fuel policies or those including free additional drivers.

##Ends##

Notes to editors

1. Prices checked between 25th November and 2nd December 2015. Calculations based on hire of a compact car for 1 week (13-20th Dec, 20-27th Dec, 27th-3rd Jan, 3-10th Jan) at the airport of the locations mentioned. Full details can be supplied on request.
2. For further information and case studies please contact Sarah Smith at MoneyMaxim sarah.smith@moneymaxim.co.uk 0800 520 0699 or Tony Longstaff at Marketing Analytix tony.longstaff@marketing-analytix.co.uk 01628 474280
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