



May 5, 2025

**VIA EMAIL**

Attorney General Andrea Joy Campbell  
Office of the Mass. Attorney General  
andreajoycampbell@mass.gov

Yael Shavit, Chief  
Consumer Protection Division  
Office of the Mass. Attorney General  
yael.shavit@mass.gov

Re: U-Haul's Deceptive Price Advertising and Fee Scheme

Dear Attorney General Campbell and Chief Shavit:

A recent Truth in Advertising, Inc. ("TINA.org") investigation into U-Haul Holding Company and its subsidiary U-Haul International, Inc. (collectively "U-Haul") has revealed a multifaceted, deceptive bait-and-switch pricing scheme that hides the true cost of its rentals by omitting mandatory fees and charges from advertised pricing. This results in consumers being charged more than they bargained for, in violation of Massachusetts law.<sup>1</sup>

TINA.org has filed a complaint regarding U-Haul's marketing and business practices with the Federal Trade Commission (attached), but we bring this matter to your attention because of Massachusetts's dedication to addressing junk fees<sup>2</sup> and because Massachusetts consumers are being impacted by U-Haul's deception.<sup>3</sup>

As such, TINA.org urges your office to open an investigation into U-Haul and take appropriate enforcement action.

If you have any questions, please do not hesitate to contact us.

Sincerely,

A handwritten signature in blue ink that reads 'L Smith'.

Laura Smith, Esq.  
Legal Director  
Truth in Advertising, Inc.

A handwritten signature in blue ink that reads 'B-Patten'.

Bonnie Patten, Esq.  
Executive Director  
Truth in Advertising, Inc.

Attachment

Cc via email: Kristine Campbell, General Counsel, U-Haul

---

<sup>1</sup> Massachusetts Consumer Protection Act, M.G.L. c. 93A; 940 CMR 38.00 (Unfair and deceptive fees).

<sup>2</sup> See, e.g., Press Release, AG Campbell Releases “Junk Fee” Regulations to Help Consumers Avoid Unnecessary Costs (Mar. 3, 2025), <https://www.mass.gov/news/ag-campbell-releases-junk-fee-regulations-to-help-consumers-avoid-unnecessary-costs>.

<sup>3</sup> More than 50 complaints have been filed about U-Haul with the Massachusetts Attorney General’s Consumer Advocacy and Response Division since May 2019. See List of complaints received by the Attorney General’s Consumer Advocacy and Response Division, <https://www.mass.gov/info-details/list-of-complaints-received-by-the-attorney-generals-consumer-advocacy-and-response-division>. See also May 29, 2024 consumer complaint submitted to FTC (obtained by TINA.org by way of Freedom of Information Act request) (“So I booked a U-Haul on May 14th in the Brighton, MA location. I already had an online reservation. . . I got my car and drove it only 20 miles. I dropped it same day afternoon on the 14th. The company didnt give me a receipt. The expected price for this entire trip would be about \$93. Hours later, my card was charged almost \$300 in separate random payments. I contacted Uhaul to dispute this and I kept getting told to wait a few days. The company claimed that I dropped the car off the next day (on the 15th) and that I signed a contract for this, this did not happen. They also claimed I drove double mileage (40 miles), this did not happen. There were other errors with the charges beyond this like overcharging base rental fee among others. They said I should wait for this location to call me to resolve this. Nothing happened. I called again and nothing. This went for a week of me calling to dispute these charges. In the meantime, everyday that week, I kept getting charged unauthorized amounts of \$30, \$47, \$90, and more. I felt very unsafe that my card information was with this company and they are repeatedly creating charges on my account. Eventually I got a hold of the Uhaul manager of the Massachusetts area who refunded me the extra charges bringing back the correct charge to \$93. This took over a week to do of my persistent calling. This shouldve been the end of the story. However, I just got charged again by U-haul for two random \$1.70 charges. Though this charge is small, the point is that I keep getting charged for no reason whatsoever, unauthorized at that. I find this unacceptable and the company doesnt seem to care no matter my persistent attempt at cooperation with them rather than simply taking it up with my bank. The location I mentioned in the beginning practices unsafe and unprofessional business behavior and it is completely unacceptable to ask for a customer to write their credit card information on a piece of paper. After research, i found that uhaul has completed fraudulent actions in the past similar to my experience. This is out of hand.”)

Please note that there have also been multiple thousands of consumer complaints regarding U-Haul lodged with the FTC, the Better Business Bureau, TrustPilot, and Consumer Affairs, among other outlets. See Letter from FTC to TINA.org re: FOIA-2025-00252 (Nov. 6, 2024); Letter from FTC to TINA.org re: FOIA-2025-00252 (Nov. 25, 2024); BBB Business Profile of U-Haul International Inc., <https://www.bbb.org/us/az/phoenix/profile/truck-rentals/u-haul-international-inc-1126-13114>; Trustpilot Review of Uhaul, <https://www.trustpilot.com/review/www.uhaul.com>; Consumer Affairs U-Haul Reviews, <https://www.consumeraffairs.com/movers/uhaul.html>. For the majority of these complaints, consumers’ home states are not included. As such, there may be many more consumers from Massachusetts who have been the victim of U-Haul’s deceptive practices.

---

Further, the mandatory fees and optional costs outlined in TINA.org's complaint to the FTC (attached) are imposed at U-Haul dealerships throughout the United States, including in Massachusetts.