



May 5, 2025

**VIA EMAIL**

Attorney General Dana Nessel  
Department of Attorney General  
525 W. Ottawa Street  
Lansing, MI 48906  
miag@michigan.gov

Jason Evans, Division Chief  
Corporate Oversight Division  
Department of Attorney General  
evansj@michigan.gov

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

Dear Attorney General Nessel and Attorney Evans:

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 Michigan 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 Michigan's dedication to addressing junk fees<sup>2</sup> and because Michigan 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

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<sup>1</sup> Mich. Comp. Laws § 445.903.

<sup>2</sup> See, e.g., State Attorneys General Comment Letter to FTC regarding Unfair or Deceptive Fees NPRM, R207011 (Feb. 7, 2024), <https://www.attorneygeneral.gov/wp-content/uploads/2024/02/2024.2.7-Comment-of-19-State-AGs-Unfair-or-Deceptive-Fees-Trade-Regulation-RuleFinal.pdf>. See also Assurance of Voluntary Compliance, *Nessel v. Executive Car Rental*, No. 19-08-CP (Mich. Cir. Ct., Mar. 21, 2019), [https://www.michigan.gov/ag/-/media/Project/Websites/AG/releases/2019/march/Assurance\\_of\\_Voluntary\\_Compliance\\_FILED\\_650598\\_7.pdf?rev=cf8f644919104d6e813d98640cb2a404&hash=5398C1F6DD2AF7FFC7D6BAC1E318472F](https://www.michigan.gov/ag/-/media/Project/Websites/AG/releases/2019/march/Assurance_of_Voluntary_Compliance_FILED_650598_7.pdf?rev=cf8f644919104d6e813d98640cb2a404&hash=5398C1F6DD2AF7FFC7D6BAC1E318472F); Press Release, Mich. Dept. of Att’y Gen., MI AG Nessel Reaches Nearly \$40,000 Settlement Agreement with Executive Car Rental (Mar. 28, 2019), <https://www.michigan.gov/ag/news/press-releases/2019/03/28/mi-ag-nessel-reaches-nearly-40-k-settlement-agreement-with-executive-car-rental>; Consent Judgment, *Nessel v. Executive Car Rental*, No. 19-012442-CK (Mich. Cir. Ct., July 27, 2021), [https://www.michigan.gov/ag/-/media/Project/Websites/AG/releases/2021/july/Signed\\_Order\\_Executive\\_Car\\_Rental\\_731145\\_7.pdf?rev=376bdfe2765d4a3687895d1c29789624&hash=C1906874FD91227A4C236BA8ECB15BE1](https://www.michigan.gov/ag/-/media/Project/Websites/AG/releases/2021/july/Signed_Order_Executive_Car_Rental_731145_7.pdf?rev=376bdfe2765d4a3687895d1c29789624&hash=C1906874FD91227A4C236BA8ECB15BE1); Press Release, Mich. Dept. of Attorney Gen., Consent Judgment Reached with Executive Car Rental after Alleged Breach of Agreement (July 27, 2021), <https://www.michigan.gov/ag/news/press-releases/2021/07/27/consent-judgment-reached-with-executive-car-rental-after-alleged-breach-of-agreement>.

<sup>3</sup> See, e.g., July 28, 2024 consumer complaint submitted to FTC (obtained by TINA.org by way of Freedom of Information Act request) (“I rented a U-Haul on 07/05/2024, returned it the same day in the condition it was rented to me. On 07/16/2024 the company contacted me saying the truck had been vandalized and returned on a tow truck. On 07/17/2024 I visited their office at 3083 Miller Rd, Spoke with [redacted], informed them that I had returned the truck the day I rented it, in the condition it was rented to me. They reviewed their cameras and [redacted] called me that night 7:10 PM (07/17/2024) to issue an apology, stating that they had confirmed I returned the truck in accordance with the conditions of the contract, and that the charge would be removed. On 07/26/2024 an attempt to withdraw \$6,737.28 from our account was made by U-Haul and declined by the bank, however a second attempt to withdraw \$128.94 by U-Haul was successful. I would like these charges to be dismissed and a full refund of the money they’ve taken.”)

Please note that there have 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 Michigan 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 Michigan.