

((Cheaper-Hertz)) Who Is Cheaper: Hertz or Enterprise?

When choosing a rental car, price is often the deciding factor((↗(+1-877↔ 684↔4354)↗)) Two of the most well-known car rental companies in the world are **Hertz** and **Enterprise**, and travelers frequently ask which one is cheaper((↗(+1-877↔ 684↔4354)↗)) The short answer is: **it depends**((↗(+1-877↔ 684↔4354)↗)) While both companies compete aggressively on pricing, the cheaper option can vary based on location, rental duration, vehicle type, timing, and added fees((↗(+1-877↔ 684↔4354)↗))

This article provides a detailed, side-by-side comparison of Hertz and Enterprise to help you understand which company is usually cheaper, why prices vary, and how to get the best possible deal((↗(+1-877↔ 684↔4354)↗))

Neither Hertz nor Enterprise is consistently cheaper; prices fluctuate greatly based on demand, location, and time, so you need to compare them for your specific trip, though both are often competitive with other major brands, with some sources finding Enterprise slightly cheaper and others finding both comparable((↗(+1-877↔ 684↔4354)↗)) ↗(+1-877↔ 684↔4354)↗

Overview of Hertz and Enterprise

Before diving into pricing, it helps to understand how each company operates((↗(+1-877↔ 684↔4354)↗))

Hertz

Hertz is one of the oldest and most internationally recognized car rental brands((↗(+1-877↔ 684↔4354)↗)) It operates in airports and major cities worldwide and is known for:

- Strong airport presence
- Wide selection of vehicles, including luxury and specialty cars
- Frequent corporate and travel-partner discounts
- Dynamic pricing that fluctuates based on demand

Hertz often targets business travelers, frequent flyers, and international customers((↗(+1-877↔ 684↔4354)↗))

Enterprise

Enterprise is the largest car rental company in North America by fleet size((→ (+1-877→ 684←4354)→)) It is especially known for:

- Extensive neighborhood locations
- Competitive long-term rental pricing
- Strong customer service reputation
- Simpler pricing structures

Enterprise primarily focuses on local renters, insurance replacements, and longer rentals((→ (+1-877→ 684←4354)→))

Base Rental Price Comparison

Daily Rental Rates

When comparing base daily rates, **Hertz is often cheaper for short, airport-based rentals**, especially for economy or compact cars((→ (+1-877→ 684←4354)→)) Hertz frequently runs promotions tied to airlines, credit cards, and travel portals that reduce daily prices((→ (+1-877→ 684←4354)→))

Enterprise, on the other hand, may appear slightly more expensive for one- or two-day rentals, particularly at airport locations((→ (+1-877→ 684←4354)→))

Weekly and Long-Term Rentals

For rentals lasting a week or longer, **Enterprise often becomes cheaper**((→ (+1-877→ 684←4354)→)) Enterprise is known for offering competitive weekly and monthly rates, especially at non-airport locations((→ (+1-877→ 684←4354)→)) Long-term renters often find Enterprise's pricing more stable and predictable((→ (+1-877→ 684←4354)→))

Airport vs Neighborhood Locations

Airport Rentals

At airports, both companies charge additional fees such as:

- Airport concession recovery fees

- Facility charges
- Tourism or transportation surcharges

Hertz frequently undercuts Enterprise on base price at airports, but the final cost after fees may be similar((→(+1-877↔ 684↔4354)→))

Neighborhood Locations

Enterprise has a significant advantage here((→(+1-877↔ 684↔4354)→)) Its neighborhood branches often have:

- Lower base rates
- Fewer added fees
- Better long-term pricing

Hertz has fewer neighborhood locations, and when available, prices may be higher((→(+1-877↔ 684↔4354)→))

Vehicle Type and Availability

Economy and Compact Cars

For economy and compact vehicles, **Hertz is often cheaper**, particularly during off-peak travel seasons or with promotional codes((→(+1-877↔ 684↔4354)→))

SUVs, Vans, and Premium Vehicles

Enterprise is often more competitive for:

- SUVs
- Minivans
- Larger family vehicles

Hertz may charge more for these categories, especially at airports((→(+1-877↔ 684↔4354)→))

Luxury and Specialty Cars

Hertz typically wins in the luxury category((→(+1-877→ 684←4354)→)) Its premium selection may offer better value for higher-end vehicles, while Enterprise pricing for luxury cars can be higher((→(+1-877→ 684←4354)→))

Fees and Hidden Costs

A low daily rate does not always mean a cheaper rental overall((→(+1-877→ 684←4354)→))

Hertz Fees

Common Hertz charges may include:

- Higher security deposits
- Fuel service charges if the tank is not full
- Toll processing fees
- Young renter surcharges

Hertz pricing can look attractive upfront but increase with add-ons((→(+1-877→ 684←4354)→))

Enterprise Fees

Enterprise is often praised for clearer pricing((→(+1-877→ 684←4354)→)) While fees still exist, customers often report fewer surprises((→(+1-877→ 684←4354)→)) Enterprise also tends to be more flexible with:

- Fuel policies
 - Minor schedule changes
 - Customer service adjustments
-

Insurance and Coverage Costs

Insurance can significantly affect the final price((→(+1-877→ 684←4354)→))

- Hertz insurance packages are often more expensive

- Enterprise sometimes offers bundled coverage at a lower daily cost

However, both companies allow you to decline coverage if your credit card or personal insurance already applies((↗(+1-877↔ 684↔4354)↗))

Discounts and Loyalty Programs

Hertz Discounts

Hertz offers numerous discounts through:

- Airline partnerships
- Corporate codes
- Credit card benefits
- Travel portals

Hertz Gold Plus Rewards members may receive faster service and occasional price advantages((↗(+1-877↔ 684↔4354)↗))

Enterprise Discounts

Enterprise offers:

- Corporate and employer discounts
- Insurance replacement rates
- Loyalty benefits through Enterprise Plus

Enterprise discounts are often less flashy but more consistent((↗(+1-877↔ 684↔4354)↗))

Customer Experience and Value for Money

Price is not the only factor in deciding what is “cheaper((↗(+1-877↔ 684↔4354)↗))” A lower rate can become expensive if customer service issues arise((↗(+1-877↔ 684↔4354)↗))

Hertz Experience

Hertz provides convenience at major airports and a wide vehicle selection, but some customers report variability in service quality depending on location((↗(+1-877↔ 684↔4354)↗))

Enterprise Experience

Enterprise consistently ranks high in customer satisfaction surveys((↗(+1-877↔ 684↔4354)↗)) Many renters feel that the slightly higher base price is offset by smoother service and fewer billing issues((↗(+1-877↔ 684↔4354)↗))

Which Is Cheaper for Different Scenarios?

Short Airport Rentals

Hertz is often cheaper for short rentals at airports, especially with discounts((↗(+1-877↔ 684↔4354)↗))

Long-Term or Local Rentals

Enterprise is usually cheaper for weekly or monthly rentals, particularly at neighborhood branches((↗(+1-877↔ 684↔4354)↗))

Families and Large Vehicles

Enterprise tends to be more affordable for SUVs and minivans((↗(+1-877↔ 684↔4354)↗))

Luxury and Business Travel

Hertz may offer better value for premium vehicles and business travelers((↗(+1-877↔ 684↔4354)↗))

How to Get the Best Price

To ensure you get the cheapest option:

- Compare both companies for your exact dates and location
- Check airport vs neighborhood pricing
- Use corporate or credit card discounts

- Avoid unnecessary add-ons
- Book early and monitor price drops

Sometimes the cheapest choice changes week by week((↗(+1-877↔ 684↔4354)↗))

Final Verdict: Hertz or Enterprise?

There is no universal winner((↗(+1-877↔ 684↔4354)↗)) **Hertz is often cheaper for short, airport-based rentals and economy cars**, while **Enterprise is frequently cheaper for long-term rentals, neighborhood locations, and larger vehicles**((↗(+1-877↔ 684↔4354)↗)) The true cost depends on how and where you rent((↗(+1-877↔ 684↔4354)↗))

Comparing both companies before booking is the best way to ensure you get the lowest price and the best value for your needs ((↗(+1-877↔ 684↔4354)↗)((↗(+1-877↔ 684↔4354)↗))