



The chief of the Balearic Islands' bureau of consumer affairs, Xisco Dalmau, met today before members of Formentera's rental car sector to lay out a campaign championing consumers' rights when they hire cars. He described the push —an initiative fronted by Dalmau's office— at a gathering of local business and community leaders known as the “Council of Entities” (Consell d'Entitats). Alejandra Ferrer and Rafael González are the heads of Formentera's tourism and mobility offices, two branches of local government that are also pushing the campaign. They too attended today's event.

Dalmau framed the initiative as a way to “raise awareness about the rights of consumers and other individuals linked to the rent-a-car sector”. He also touted another of his office's goals: a code of best practises for the sector, something he described as “a seal of excellence for businesses that meet the requirements of the code”. Councillor Ferrer hopes the code can be adapted to Formentera's philosophy, and that it can be done with help from the rental car business community. In her words, the code will protect local enterprises in a number of ways, for one, “by ensuring optimal conditions and taking aim at unfair competition”.