



# Adobe Rent a Car Details Its All-Inclusive Pricing Policy for Car Rentals in Costa Rica

*Adobe Rent a Car explains its all-inclusive, no-hidden-fees pricing so travelers know the real cost of renting a car in Costa Rica from the start.*

SAN JOSÉ, COSTA RICA, August 7, 2026 /EINPresswire.com/ -- [Adobe Rent a Car](#), a car rental company founded in Costa Rica in 1990 and recognized as a 100% Costa Rican brand, is reaffirming its no-hidden-fees pricing policy. The initiative addresses one of the greatest concerns travelers face when renting a vehicle in Costa Rica: discovering previously undisclosed charges when picking up the car. With 16 offices throughout the country, Adobe is committed to showing the real price from the beginning of the reservation process.

## A Real Concern for Travelers Renting a Car in Costa Rica

Renting a vehicle is one of the first major expenses considered by travelers visiting Costa Rica, and it is also one of the decisions that creates the greatest uncertainty. In many cases, the price advertised on a comparison website or displayed in an initial search does not match the final amount. When customers arrive at the rental counter, they may encounter mandatory coverage that was not included, administrative fees, additional-driver charges or deposit conditions that were not clearly disclosed during the booking process.

The difference between the advertised price and the actual price is one of the main causes of distrust within the car rental industry. Travelers may feel that they paid for one service but received something different, and that perception is subsequently reflected in reviews, online forums and personal recommendations.

Adobe Rent a Car addresses this issue directly and makes transparency a central part of its value proposition: the price shown on a confirmed reservation is the price the customer pays, provided that the original reservation conditions remain unchanged.

## How Adobe's No-Hidden-Fees Pricing Works

Under its no-hidden-fees pricing policy, Adobe displays the complete cost of all mandatory rental charges from the beginning of the reservation process. Coverage options, assistance conditions and applicable terms are presented with their corresponding costs before the reservation is confirmed. This allows customers to understand the actual total rather than seeing only a base

rate that increases at the rental counter.

Transparency also extends to two of the areas that cause the most concern for travelers: vehicle coverage and the handling of the security deposit. Each coverage option is presented separately, explaining what it includes and how much it costs, so customers can make an informed decision.

The objective is straightforward: to eliminate surprises and allow travelers to make an honest comparison based on the total value of the rental, rather than simply choosing the lowest number shown on the first screen.

### The Support of an Established Nationwide Operation

Adobe's transparency policy is supported by a service infrastructure developed over more than three decades. The company operates 16 offices throughout Costa Rica, including locations in San José, Alajuela near Juan Santamaría International Airport (SJO), Heredia, Cartago, Liberia and the Guanacaste area near Daniel Oduber Quirós International Airport (LIR), Tamarindo/Flamingo, Puntarenas, Quepos, Uvita, Puerto Viejo, Limón, Grecia, Ciudad Quesada, La Uruca and San Pedro.

This national presence is complemented by a young fleet of recent-model vehicles, roadside assistance and current tourism sustainability certifications, including the Certification for Sustainable Tourism, or CST, granted by the Costa Rican Tourism Board, and the Central American SICCS standard. Adobe has also maintained Carbon Neutral certification continuously since 2012.

As a brand of Costa Rican origin, Adobe has extensive firsthand knowledge of the country's roads, weather patterns and travel seasons.

### How to Reserve with Complete Pricing Information

To benefit from Adobe's transparent pricing policy, the company recommends booking through its official channels, where the no-hidden-fees price is calculated according to the applicable coverage options and rental conditions.

The website, [adobecar.com](http://adobecar.com), displays the price breakdown before confirmation. The Reservations team can also answer questions through WhatsApp or through the company's toll-free telephone number for customers in the United States and Canada.

When comparing car rental options, travelers should consider the final total rather than only the initial base rate. A lower starting price may ultimately become more expensive once mandatory coverage and previously undisclosed charges are added.

Adobe's approach is designed to make a fair comparison possible by presenting all relevant elements from the beginning of the booking process.

This pricing method also helps travelers plan their budgets more accurately. Customers renting with Adobe can estimate how much they will spend on transportation throughout their stay without having to reserve additional funds for unexpected charges at the rental counter.

## Statement

"Our priority is to ensure that the price customers receive when confirming a reservation is the price they pay, provided that the conditions of the confirmed reservation remain unchanged. Trust is built by presenting all the information from the beginning, not by hiding it in the fine print. We prefer travelers to compare their options with all the information on the table," said Viviana Gómez, Head of Marketing at Adobe Rent a Car.

## Frequently Asked Questions

Does Adobe Rent a Car charge hidden fees?

No. Adobe applies a no-hidden-fees pricing policy. Coverage options and rental conditions are presented with their applicable costs before the reservation is confirmed, so the total does not change when the customer arrives at the rental counter, provided that the original reservation conditions remain unchanged.

What is included in the price shown during the reservation process?

The no-hidden-fees price presents the rental rate, applicable coverage options and rental conditions with their corresponding costs from the beginning, allowing customers to understand the actual amount before confirming the reservation.

How does Adobe handle the security deposit?

The amount and conditions of the security deposit are explained during the reservation process. They may vary depending on the customer's market, the vehicle category and the contracted conditions. This allows customers to know what to expect and prevents unexpected items from appearing at the rental counter.

Where can I make a reservation or check prices?

Reservations and price inquiries can be made through the official website at [adobecar.com](https://adobecar.com), through WhatsApp at +506 2542 4801 or through the toll-free telephone number for the United States and Canada at +1 877 692 9595.

Can I know the total price before confirming the reservation?

Yes. The no-hidden-fees price displays the total, including applicable coverage options and conditions, before confirmation. This information is available through [adobecar.com](https://adobecar.com) and through the Reservations team.

Does the no hidden fees pricing policy apply at every Adobe office?

Yes. Adobe Rent a Car's no hidden fees pricing policy applies throughout its nationwide network of 16 offices.

Does Adobe serve international customers?

Yes. In addition to its website and WhatsApp service, Adobe offers a toll-free telephone number for customers in the United States and Canada: +1 877 692 9595.

About Adobe Rent a Car

Founded in 1990, Adobe Rent a Car is a car rental company of Costa Rican origin with more than 35 years of experience and 16 offices throughout Costa Rica. The company offers a modern fleet of recent-model vehicles, nationwide coverage, roadside assistance, current tourism sustainability certifications—including the CST granted by the Costa Rican Tourism Board, SICCS recognition and Carbon Neutral certification—and a complete pricing policy with no hidden fees.

For additional information, visit [adobecar.com](https://adobecar.com).

Viviana Gómez  
Adobe Rent a Car  
+1 877-692-9595  
[reservas@adobecar.com](mailto:reservas@adobecar.com)

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