



Avis Extends Partnership With Maple Leaf Sports & Entertainment

September 17, 2018

PARSIPPANY, N.J., Sept. 17, 2018 (GLOBE NEWSWIRE) -- Avis today announced that it has renewed its multi-year agreement with Maple Leaf Sports & Entertainment (MLSE) to continue its designation as the official vehicle rental partner of the Toronto Maple Leafs and Toronto FC. Under the agreement, the mobility brand will have the opportunity to promote its products and services to millions of sports fans and visitors of Scotiabank Arena and BMO Field. Program elements include arena signage, camera-visible signage during games, events, in-market advertising and promotional opportunities.

"Maple Leaf Sports & Entertainment has been a great partner and has allowed us to engage customers, drive rentals and generate new business opportunities," said Beth Kinerk, Senior Vice President, Sales, Avis Budget Group. "We're excited to renew our agreement with them and build upon our customer engagement efforts in Canada."

"We are thrilled to continue our long-standing partnership with Avis. We both share a common goal of wanting to give back to our fans and create opportunities beyond the game," said Jeff Deline, Senior Vice President, Global Partnership at MLSE. "With our renewed commitment we look forward to the future and working closely with Avis to support our teams and reward our fans."

For more information or to make a reservation, visit www.avis.com or www.avis.ca.

About Avis

Avis operates one of the world's best-known car rental brands with approximately 5,500 locations in nearly 170 countries. Avis has a long history of innovation in the car rental industry and is one of the world's top brands for customer loyalty. Avis is owned by Avis Budget Group, Inc. (NASDAQ:CAR), which is the parent company of Avis, Budget, Zipcar, Payless, Apex Car Rentals, France Cars and Maggiore. Through these leading mobility brands, customers can get just about any type of vehicle (car, truck, van), for any length of time (minute, hour, day, month), for any purpose (business, leisure), across more than 11,000 locations in approximately 180 countries. For more information, visit www.avis.com.

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