



**FOR IMMEDIATE RELEASE**

**Zipcar and Yakima Partner to Deliver Outdoor Adventure to Urban Dwellers**

*Exclusive partnership brings Yakima bike, ski and surf racks to Zipcars across North America*

**BOSTON and LAKE OSWEGO, Ore., August 17, 2016** – Zipcar, the world’s leading car sharing network, and Yakima Products, Inc., the innovation leader in vehicle racks and cargo solutions, today announced that the two companies are joining forces to bring Yakima bike, ski and surfboard carriers to Zipcars in North America. This exclusive partnership enables Zipcar members to enjoy their favorite outdoor activities and adventures outside of the city without the cost and hassle of owning a car.

The Zipcar and Yakima partnership will bring Yakima’s new StreamLine base rack system, paired with FrontLoader bike mounts, FatCat 6 ski/snowboard mounts and SUPDawg stand up paddle/surf board mounts, to more than 150 Zipcars in 17 North American markets. Zipcar members will now be able to hit their favorite mountain bike trails, head to the snow, surf new waves, and more – without worrying about how to transport their gear. The Yakima mounts can hold two bikes, six skis or four snowboards, or two surfboards or paddleboards, so it’s even easier to get out and take on the outdoors with friends.

“Zipcar gives our members the freedom to get out and do what they love,” said Zipcar Vice President of Marketing Andrew Daley. “From ordinary adventures to extraordinary experiences – out to the mountains for a weekend trip with friends, or a day spent surfing at a secluded beach – our partnership with Yakima gives Zipsters more opportunities to engage in the active lifestyles they love, whether that’s biking, skiing, surfing or stand-up paddle boarding.”

According to the Outdoor Industry Association’s ConsumerVue™ research, 34 percent of the outdoor consumer market lives in cities. Zipcar and Yakima’s partnership enables these urban adventurers to live a car-free or car-light lifestyle without sacrificing their ability to get out of the city and enjoy their favorite outdoor activities.

“We are very excited to partner with Zipcar and create these adventure vehicles. Our bike, ski and board mounts make it extremely easy for city dwellers to have awesome outdoor experiences with friends and family,” said Ryan Martin, chief executive officer of Yakima. “This is a perfect partnership of two brands committed to sustainability and taking more friends whenever possible, and we look forward to seeing all the places Zipsters go with this added element of freedom.”

Zipcar members can reserve and drive vehicles in any one of the hundreds of cities and towns, colleges and university campuses and major airports where Zipcar operates. To reserve Zipcars with Yakima racks, tap “Car Model” when making a reservation and look for the Yakima logo. To join and get on the road in minutes, download the Zipcar mobile app.

For more information, visit [www.zipcar.com/yakima](http://www.zipcar.com/yakima).

**About Zipcar**

Zipcar is the world’s leading car sharing network, driven by a mission to enable simple and responsible urban living. With its wide variety of self-service vehicles available by the hour or day, Zipcar operates in urban areas and university campuses in over 500 cities and towns across Austria, Canada, France, Germany, Spain, Turkey, the United Kingdom and the United States. Zipcar offers the most comprehensive, most convenient and most

flexible car sharing options available. Zipcar is a subsidiary of Avis Budget Group, Inc. (Nasdaq: CAR), a leading global provider of vehicle rental services. More information is available at [www.zipcar.com](http://www.zipcar.com).

**About Yakima**

Yakima Products, Inc. is a world leader in vehicle racks and cargo solutions for a variety of consumers, from outdoor enthusiasts to car aficionados. The company's two brands – Yakima and Prorack – offer a variety of cargo management products, including racks for bikes, boats, ski equipment and other gear, cargo boxes and bags, roof-top tents and awnings, and high performance multi-sport trailers. Yakima Products, Inc. is headquartered in Lake Oswego, Oregon. For more information, visit [www.yakima.com](http://www.yakima.com).

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