



## **AVIS CELEBRATES 40 YEARS OF OPERATIONS IN TURKEY**

**PARSIPPANY, N.J., and ISTANBUL, November 11, 2014** – Avis Car Rental today announced the celebration of its 40<sup>th</sup> anniversary in Turkey. What began as a travel agency with nine vehicles and a handful of employees is now an industry leader with 28,000 vehicles, 81 locations and a staff of more than 300.

“Avis Turkey continues to grow and meet the increasing travel demand from residents and travelers alike,” said Larry De Shon, president, Europe, Middle East & Africa, Avis Budget Group. “In this industry, companies that thrive for 40 years are doing so because they understand their customer and are able to adapt to evolving market dynamics and traveler preferences. We appreciate Avis Turkey’s passion for customer service and their pursuit of continued growth. We look forward to celebrating many more anniversaries with them.”

Avis provides car rental services across Turkey, including major airports such as Atatürk Airport and Sabiha Gökçen International Airport in Istanbul, Esenboğa International Airport in Ankara, Adnan Menderes Airport in Izmir and Adana Şakirpaşa Airport, as well as airports serving Antalya, Bodrum, Dalaman, Denizli, Diyarbakir, Kayseri, Konya, Samsun, Sivas, Trabzon and Van.

Earlier this year, Avis Turkey was honored at the 2014 Avis Car Rental Licensee Awards for Europe, Middle East and Africa (EMEA) for outstanding achievement. The annual Avis Car Rental EMEA Licensee Awards recognize licensee partners that have demonstrated growth in annual financial performance, measured against their local country economic conditions. The judging panel also took into account exceptional customer service performance and strong delivery of strategic initiatives.

“Our stable economy, rich culture and opportunities for business make Turkey an increasingly popular travel destination,” said Inan Ekici, managing director, Avis Turkey. “From luxury car rentals to rugged four-wheel-drive vehicles, our large fleet and convenient locations are sure to meet the needs of those travelers now and in the future, as always, backed by Avis’ renowned premium customer service.”

In 2013, Avis Turkey, Avis Budget Group and Turkish Airlines entered into an exclusive global partnership agreement that allows travelers using the Turkish Airlines website to book their car rental through the airline’s Fly & Drive program. Avis Turkey was also honored as “Best Car Rental Company” that year at the Skalite Awards, the most prestigious travel and tourism awards in Turkey.

Avis Turkey began operations as a licensee of Avis Car Rental in 1974 and is currently operated by Otokoç Otomotiv, a unit of Koç Holding. The company provides a wide range of vehicles designed to suit virtually any business or leisure rental purpose, from leading manufacturers including Alfa Romeo, BMW, Fiat, Ford, Jeep, Lancia and Volvo.

**About Avis**

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,450 locations in more than 165 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 operates and licenses the brand throughout the world. For more information, visit [www.avis.com](http://www.avis.com).

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