



AVIS BUDGET GROUP MARKS 100 MILLION RENTAL DAYS IN NORTH AMERICA

PARSIPPANY, N.J., March 30, 2015 — Avis Budget Group, Inc. (NASDAQ: CAR) today announced that, for the first time in its history, the Company has reached 100 million rental days in North America over the last 12 months. The milestone consists of rentals generated over the past 365 days across the Avis, Budget and Payless brands, including Budget Truck Rental.

To mark the occasion, Avis Car Rental is giving away 100 free weekend rental certificates to 100 customers. For a chance to win, Avis is inviting customers to share photos of the people and places that inspire or drive them, and to share why they would like to connect with that special person (e.g., a relative, family friend, etc.) or place. Over the next 100 days, Avis will select one winner each day to receive a free weekend rental certificate so the winner can connect with their special person or place. For more information or to enter the #100connections contest, visit www.twitter.com/avis or www.instagram.com/avisusa.

The milestone reflects the success of Avis Budget Group's global strategic plan over recent years, including:

- **Accelerating growth:** signing new partnership agreements and expanding existing ones, growing both on-airport and in local markets, and providing value-added ancillary products;
- **Expanding the Company's global footprint:** acquiring licensees such as Budget Southern California and Budget Edmonton; adding Payless Car Rental to the Company's portfolio of brands, and dual-branding locations around the world to help increase inbound international rentals;
- **Putting the customer first:** offering a greater variety of vehicles to meet consumer needs, investing in technology to enhance the customer experience online, via mobile applications and through customer feedback systems, and providing vehicle-choice programs;
- **Driving efficiency:** aligning the fleet to accommodate demand and optimize pricing, expanding vehicle disposition channels, and implementing process improvements throughout the organization.

"We celebrate the 100 million rental day milestone as it is a testament to our hard work to drive sustained profitable growth and to serve our customers' needs," said Ronald L. Nelson, chairman and chief executive officer, Avis Budget Group. "Business and leisure travelers rely

on us to connect them with what is important to them, and we are honored by their confidence in our ability to deliver quality, value and reliability.”

About Avis Budget Group

Avis Budget Group, Inc. is a leading global provider of vehicle rental services, both through its Avis and Budget brands, which have more than 10,000 rental locations in approximately 175 countries around the world, and through its Zipcar brand, which is the world’s leading car sharing network, with more than 900,000 members. Avis Budget Group operates most of its car rental offices in North America, Europe and Australia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 30,000 employees and is headquartered in Parsippany, N.J. More information is available at www.avisbudgetgroup.com.

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