



Contact: Alice Pereira
973.496.6113
alice.pereira@avisbudget.com

AVIS NAMES "IT'S YOUR SPACE" FACEBOOK PHOTO CONTEST WINNER

PARSIPPANY, N.J., September 30, 2013 — Avis Car Rental today announced that Brian Turner of Augusta, Georgia is the grand prize winner of the "It's Your Space" Facebook photo contest. As the grand prize winner, Turner will receive a 2014 BMW 328i for showing the world how an Avis vehicle is "Brian's space."

The "It's Your Space" photo contest was an extension of the Avis advertising campaign called "The Professionals," which features celebrities including photographer Nigel Barker, golfer Steve Stricker, athlete Gabby Reece and chef Thomas Keller, and shows how each one uses an Avis rental car as "their space" to meet their specialized needs. Photo submissions were evaluated on creativity/originality, quality of submission and theme, and the winning photo was chosen by Barker.

"The 'It's Your Space' Facebook contest was designed to generate consumer interest and enthusiasm for the brand — and it did just that. In fact, the number of submissions exceeded our expectations and the Avis fan base on Facebook increased by 450 percent," said Jeannine Haas, chief marketing officer, North America, Avis Budget Group. "We thank Nigel Barker for helping to make the contest a success and congratulate Brian Turner on his grand prize finish."

Brian Turner's photo was taken while his friend Bob was driving to their next destination. The two, along with friend John, were on a road trip to explore each of the country's national parks.

"I chose Brian's photo as the winning image because I instantly felt like I was in 'his space,'" said Nigel Barker. "The sheer enthusiasm, energy and voyeuristic feel of the photo kept me wanting to go back and look at it."

For more information or to view the winning entry, visit www.facebook.com/avis or www.avis.com.

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,750 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.

#