



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

AVIS LEADS THE WAY IN CAR RENTAL CUSTOMER LOYALTY FOR 14 CONSECUTIVE YEARS

PARSIPPANY, N.J., May 9, 2013 — For the 14th year in a row, Avis Car Rental has been named the leading car rental company in the Brand Keys Customer Loyalty Engagement Index[®]. Avis ranked number one in each of the four drivers of brand loyalty, including brand reputation; pricing discounts and options; customer service and convenience; and confidence, reliability and safety.

"Loyalty is still a leading indicator of consumer behavior and profitability," said Robert Passikoff, president, Brand Keys. "Kudos to Avis for evolving and sustaining the brand and continuing to create meaningful differentiation and engagement in the car rental category for the 14th consecutive year."

Avis' commitment to putting the customer first includes procedures to help deliver a level of service that consistently meets or exceeds the specific needs, wants and preferences of its customers.

"As the needs of customers evolve over time, so too must our brands evolve in how we anticipate and meet those needs," said Jeannine Haas, chief marketing officer, Avis Budget Group. "Take mobile for instance: Today providing mobile apps for travel management is mandatory if you want to build customer loyalty in the industry. At Avis, we are committed to providing renters with the best service possible and building brand enthusiasts. Whether through our mobile applications, our award-winning experiential iPad campaign, our improved customer service or our new Customer Relationship Management (CRM) initiatives — we're dedicated to meeting and exceeding our customers' needs. In fact, we've made this customer-driven focus one of our four strategic pillars for driving sustained profitable growth. We proudly accept the esteemed Brand Keys honor and resolve to continue to 'put the customer first.'"

Avis Car Rental strives to continually measure and enhance all aspects of the customer experience that contribute to loyalty, including reservations, face-to-face customer interactions, written communications, billing, claims and employee training. Avis also utilizes numerous feedback systems, including online customer surveys, to enhance the customer rental experience. Customer surveys are aggregated and delivered to field location managers in real-time to enable immediate response to customer suggestions. This customer feedback led the Company to become the first in the industry to offer a 100 percent smoke-free fleet in North America.

For more information on the 2013 Brand Keys Customer Loyalty Engagement Index, visit www.brandkeys.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.

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