



Press Release

Zipcar Partners with City of Dallas to Officially Launch Car Sharing

Zipcar's convenient and affordable service offers new transportation options for Dallas

DALLAS, September 23, 2014 – Zipcar and the City of Dallas today announced that Zipcar's global "wheels when you want them" membership service is now available to Dallas residents, businesses, visitors and students. A variety of Zipcars will be parked in easily accessible locations in the Dallas area and are available now for reservation by the hour or by the day, as an affordable, convenient and smart transportation option. Through a pilot program with the City of Dallas, six Zipcars are located in parking spaces in city-owned lots including Pioneer Plaza, Oak Lawn Library and underneath Woodall Rodgers at Lamar Street.

An additional 19 Zipcars are also located in the greater Dallas area, including Dallas Love Field Airport, University of Texas at Dallas, Southern Methodist University and Texas Christian University. The vehicles are parked in designated parking spots for convenient pick-up and stress-free drop off and can be reserved in seconds on Zipcar's mobile app, online or over the phone. As Zipcar develops in Dallas, more neighborhoods and vehicles will be added in locations based on member feedback.

The Zipcar Dallas fleet features a variety of makes and models, including a Toyota Prius named "Norah" for quick errands around town, a Ford Escape named "Murat" for those that require a little more torque, as well as a BMW 528i named "Dallas" to add some zip to trips. Rates start as low as \$8 per hour and \$73 per day and each reservation includes gas, insurance and 180 miles per day, making it a great option for those looking for ways to save money on the high cost of car ownership. Membership information is available at www.zipcar.com/dallas.

"Zipcar's convenient and affordable model lets residents have all the benefits of car ownership without the cost and hassles, while helping the city reduce congestion and parking demand," said Kaye Ceille, president of Zipcar. "Zipcar will continue to work closely with the City of Dallas to ensure Zipcars are available in convenient locations that not only meet the needs of Zipcar members but also help the city meet its transportation goals."

"The City of Dallas is committed to embracing innovation in the transportation sector," said Dallas City Councilmember Adam Medrano, who will welcome Zipcar locations into his city district. "As part of our Parking Pilot Program we're seeking solutions that improve the overall experience for people driving into and around the city, and Zipcar is a great fit."

Local businesses in Dallas can benefit from Zipcar's presence through the *Zipcar for Business* (Z4B) program that offers discounted driving rates Monday through Friday. The Z4B program helps businesses save money, meet environmental sustainability goals and reduce parking requirements by providing employees with access to Zipcar for business needs and other uses.

Zipcar's launch builds on successful programs at local universities including the University of Texas at Dallas, Southern Methodist University and Texas Christian University. Zipcar's network in Texas now includes programs in three of the state's largest cities (Austin, Houston and Dallas), as well as at universities in Fort Worth and San Antonio. Dallas Zipcar members can reserve and drive any vehicles in these Texas locations, or in any one of the hundreds of cities and towns around the world where Zipcar operates. Apply online at www.zipcar.com/dallas.

About Zipcar

Zipcar, the world's leading car sharing network, has operations in urban areas and college campuses throughout the United States, Canada, the United Kingdom, Spain, Austria and France. Zipcar offers more than 30 makes and models of self-service vehicles by the hour or day to residents and businesses looking for smart, simple and convenient solutions to their urban and campus transportation needs. Zipcar is a subsidiary of Avis Budget Group, Inc. (Nasdaq: CAR), a global leader in car sharing and vehicle rental services. More information is available at www.zipcar.com.

#

Media Contact:

CJ Himberg

Public Relations Specialist, Zipcar

781.264.6634

chimberg@zipcar.com

Shawn Williams

Manager of Community Affairs and Media Relations, Dallas Police Department

214.287.4020

Shawnp.williams@dallascityhall.com