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BUDGET'S 2011 FLEET OFFERS TRAVELERS MAXIMUM VALUE

Lineup features fuel-efficient vehicles, including the new Ford Fiesta and the fully-redesigned Ford Explorer

PARSIPPANY, N.J., January 4, 2011 – Travelers who want to get the most value out of their travel budget should start with Budget Rent A Car. From the fuel economy of the Ford Fiesta and the Ford Fusion, to the spacious, multi-passenger Ford Explorer, Budget's diverse 2011 model-year fleet will help customers save money without ever compromising on quality or service.

"Budget customers are savvy shoppers for whom there is no such thing as small savings – they are always looking to maximize the value they receive from every dollar they spend. At Budget, that starts with the vehicles we offer," said Becky Alseth, senior vice president of marketing for Avis Budget Group, the parent company of Budget. "Customers get a great low rate for a vehicle from what we believe is the youngest fleet in the industry, and from there, we offer customers many ways to save even more."

Now available at Budget locations nationwide, the new fleet of vehicles offers travelers savings at the gas pump to help stretch travel budgets. More than half of the vehicles in the 2011 lineup are rated 28 miles per gallon (mpg) or better (highway) by the U.S. Environmental Protection Agency. These include the 2011 compact **Ford Fiesta**, which is making its debut in America after becoming the best-selling vehicle in Europe. The Fiesta boasts a fuel efficiency rating of 38 mpg. Joining other Budget vehicles with high fuel-efficiency ratings are the compact **Ford Focus** at 34 mpg, the standard **Ford Fusion** with a rating of 33 mpg and the full-size **Ford Taurus** at 28 mpg.

For those in need of extra space or traveling in small groups, the 2011 fleet also includes the fully-redesigned Ford Explorer sport-utility vehicle and the Ford F150 SuperCab pickup. The 2011 **Ford Explorer** seats seven, features a 290-horsepower V6 engine and provides best-in-class 25 mpg (highway). In addition, the vehicle features the automobile industry's first and Ford-exclusive inflatable rear safety belts. The **Ford F150 SuperCab** pickup truck, available at select locations in Arizona, Colorado, New Mexico and Washington, is fully loaded with luxury and style, powered by a V8 engine.

Travelers looking to ride in style can choose from the 2011 **Ford Mustang Convertible** and the **Lincoln MKT**. The Ford Mustang Convertible achieves 305 horsepower and 280 lb-ft of torque with its V6 engine. The 2011 Lincoln MKT features a 268-horsepower V6 engine and has a fixed glass Vista Roof™ so that every passenger can enjoy the view.

The Budget fleet features Ford, Lincoln and Mercury vehicles and includes a wide variety of vehicles from a wide variety of manufacturers. "We're proud to offer Budget customers Ford's award-winning, quality vehicles. We know they are going to have a consistently outstanding rental experience," said Ms. Alseth.

Budget offers renters other ways to make their dollars travel farther. For example, customers looking to save money on rentals can benefit from Budget's *Pay Now* rates, available at budget.com. Customers can lock in a discounted rate by choosing to pay for their rental in advance, as opposed to paying at the rental counter. Travelers can also subscribe to "Hot Deals," Budget's monthly e-newsletter, and receive money-saving offers via email available only to subscribers.

And lastly, those who want to save time when renting can enjoy the benefits of membership in *Fastbreak*[®], Budget's express rental service. Customers simply sign a Master Rental Agreement which stores all their rental preferences, from vehicle type and ancillary products to optional coverages and payment method. Then, customers can expedite the reservation process on budget.com, and can go straight to their waiting car when picking up the rental vehicle, saving valuable time.

For more information or to make a reservation, customers should visit www.budget.com.

About Budget

Budget is one of the world's best-known car rental brands with approximately 2,700 locations in more than 120 countries. Budget is owned by Avis Budget Group, Inc. (NASDAQ: CAR), which operates and franchises the brand throughout the world. For further information, visit www.budget.com.

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