



AVIS RANKED NUMBER ONE CAR RENTAL BRAND IN CUSTOMER LOYALTY FOR 12TH CONSECUTIVE YEAR

PARSIPPANY, N.J., March 24, 2011 - For the 12th consecutive year, Avis Rent A Car has been named the leading car rental company in customer loyalty by the Brand Keys® Customer Loyalty Engagement Index. The annual study examined customers' relationships with 528 brands in 79 categories. Based on 46,000 respondents, Avis achieved high marks in each of the four drivers of brand loyalty, including: convenience; customer service and brand reputation; reliability, safety and extras; and pricing discount and options.

"Customer loyalty and engagement metrics can predict future, in-market consumer behavior and Avis understands what matters most to customers," said Robert Passikoff, founder and president of Brand Keys, Inc. "We congratulate Avis for their continued success as the market leader in the car rental category."

"Customer satisfaction comes when we fulfill a traveler's needs; loyalty is hard-earned and much more difficult to achieve," said Ronald L. Nelson, chairman and chief executive officer of Avis Budget Group, parent company of Avis. "Loyalty requires an extraordinary effort and that's what makes this award so meaningful to us. This is truly a great honor for Avis employees throughout the country."

Avis is committed to 'treating people like people' and enhancing the rental experience for its customers. Avis is a leader in offering technology solutions that make travel easier, such as the Avis iPhone mobile application that allows travelers to make, check or change reservations from anywhere. Avis utilizes sophisticated feedback systems such as Voice-of-the-Customer surveys that 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.

"We have made significant advancements to ensure that customers enjoy the ride and customer survey data tells us that they appreciate the effort," said Larry De Shon, executive vice president of operations of Avis Budget Group. "We are pleased by the success of our continuous improvement approach which is reflected in this very gratifying recognition from Brand Keys."

To salute the Company's customer service heroes, Avis recently launched a new advertising campaign that features customers complimenting employees who have exemplified the legendary Avis 'We try harder' customer service spirit. In an ongoing series of new ads, Avis excerpts letters received from customers more than satisfied by their rental experience with Avis.

The 2011 Brand Keys Customer Loyalty Engagement survey marks the 12th consecutive year that Avis has been honored as the leading car rental brand in customer loyalty. For more information on the 2011 Brand Keys Customer Loyalty Engagement Index, visit www.brandkeys.com.

To make a car rental reservation, visit www.avis.com, call 1-800-331-1212 or contact a local travel professional.

About Avis

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at approximately 2,100 locations in the United States, Canada, Australia, New Zealand and the Latin American / Caribbean region. Avis is one of the world's top brands for customer loyalty, ranking as the number one car rental company in the Brand Keys. For the 12th consecutive year, Avis Rent A Car has been named the leading car rental company in customer loyalty by the Brand Keys® Customer Loyalty Engagement Index. Customer Loyalty Engagement Index for the past twelve years. The company is a wholly owned subsidiary of Avis Budget Group, Inc. (NASDAQ: CAR). For more information, visit www.avis.com.