



ZIPCAR LAUNCHES IN MADRID

Launch marks 30th major city opening, accelerates European expansion

Madrid, October 30, 2014: Zipcar, the world's leading car sharing network, today expands its footprint in Spain by launching its service in Madrid, under the Avancar brand. The expansion builds on the success of the existing Avancar service which has been available in Barcelona since 2005.

Founded in 2000 in the United States, Zipcar's launch in Madrid widens its global network, giving its more than 870,000 members access to even more vehicles around the world. Today's launch is a further step in Zipcar's expansion across Europe, which already includes an established presence in the United Kingdom, France and Austria. The expansion to Madrid marks the 30th major city opening for Zipcar and follows the recent launch of the service in Paris, where operations began last month.

Operating with a global fleet of over 10,000 vehicles in six countries, Zipcar is leading the way to help transform urban living by providing a convenient, sustainable and economical alternative to car ownership. In hundreds of towns, cities, airports and universities across the globe, Zipcar is providing members with a simple and streamlined user experience to reserve vehicles by the hour or by the day, in locations close to where they live, work and travel.

Avancar has operated a successful car sharing network in Barcelona since 2005, prior to being acquired by Zipcar in 2011. The expansion to Madrid will provide members with a flexible and cost-effective alternative transportation solution in Europe's seventh-largest city.

Speaking at the launch in Madrid today, Zipcar's European President, Massimo Marsili, said: "Today represents another important milestone for Zipcar by providing an alternative mobility solution to our Avancar members in Barcelona and Madrid. Our service is environmentally friendly, complementary to public transportation and ideal for a new generation of smart consumers who are looking for goods and services that are available on demand. We are excited to be launching our first wave of locations across the city today and aspire to a future where Madrid residents are never more than a 10 minute walk away from an Avancar."

Zipcar prides itself on offering members a variety of vehicles, including many fuel-efficient models. Providing the right vehicle at the right time is key to Zipcar's mission to reduce the need for car ownership in the city. Zipcar is pleased to announce its initial Avancar fleet in Madrid will include vehicles from leading European manufacturers such as Opel (Corsa, Vivaro), BMW (1 Series) and Peugeot (208, 308 and 308 hybrid).



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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 leading global provider of vehicle rental services. More information is available at www.zipcar.com.

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