



AVIS CAR RENTAL THANKS LOYAL CUSTOMERS WITH LIMITED-TIME PROMOTION

PARSIPPANY, N.J., October 31, 2016 – Avis Car Rental has launched a promotion for members of Avis Preferred, the Company's express rental/loyalty program. Now through December 31, 2016, Avis Preferred members will earn a minimum of 100 Avis Preferred Points on every rental. That means, even if members spend less than \$100, their rental earns them 100 points.

"This promotion is another way to acknowledge loyal Avis customers," said Scott Deaver, executive vice president and chief marketing officer, Avis Budget Group. "We value and appreciate their continued business and encourage Avis Preferred members to take this opportunity to accelerate their rewards."

With Avis Preferred Points, members earn one point for every dollar they spend on vehicle rentals and two points for every dollar they spend on optional products such as GPS, satellite radio and child safety seat rentals. Earned points can be redeemed for complimentary Avis rental days, upgrades and select optional products. Factors such as location, time of year and car class will affect the number of Avis Preferred Points required for redemption.

Avis Preferred allows members to skip the counter and paperwork at many locations and go straight to their car. Members also have access to Avis Preferred Select & Go, the Company's vehicle selection service, available at top airport locations in North America. Members who download the Avis mobile app on iOS and Android devices can also control their entire rental experience via their smartphone. Through the new "Avis Now" features, members can choose the exact car they want, control their experience from start to finish and get real-time updates for peace of mind.

Avis Preferred is free to join and is open to residents of the United States, Canada, Puerto Rico and the U.S. Virgin Islands. Customers must check the box within the Avis Preferred online profile that reads "Yes, I want to start earning points" to enroll into Avis Preferred Points. Members can also earn bonus points for achieving certain milestones such as completing their first rental and reaching annual spend thresholds. Members can track their activity on Avis.com as well as via the Company's mobile app. Avis Preferred Points cannot be earned on rentals where customers receive mileage, credits or points for a frequent traveler such as airline or hotel programs. For more information or to enroll, visit www.avis.com.

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,500 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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