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## **AVIS LAUNCHES "IT'S YOUR SPACE" FACEBOOK PHOTO CONTEST**

Contest grand prize is a BMW 320i

**PARSIPPANY, N.J., July 29, 2013** — Avis is inviting its customers to show the world how an Avis vehicle becomes "your space" through an exciting new photo contest on Facebook. Now through August 31, Avis customers can upload a photo of themselves inside or outside an Avis rental vehicle for a chance to win a new BMW 320i. The contest is an extension of the new Avis advertising campaign that debuted earlier this year called "The Professionals," which features celebrities including chef Thomas Keller, photographer Nigel Barker, golfer Steve Stricker and athlete Gabby Reece, and shows how each one uses an Avis rental car as "their space" to meet their specialized needs.

"Connecting with customers on social media helps enhance brand loyalty while introducing new consumers to Avis Car Rental," said Jeannine Haas, chief marketing officer, Avis Budget Group. "The 'It's Your Space' Facebook contest is designed to spark consumer interest and enthusiasm for Avis and help people view the many benefits of having an Avis rental car to contribute to their enjoyment and success on the road."

The "It's Your Space" contest will be promoted at Avis rental locations across the United States as well as on social media channels, including Facebook, Instagram and Twitter. Photo submissions will be reviewed for eligibility and the winner will be chosen by internationally-renowned fashion photographer and host of "The Face," Nigel Barker. The winning photo will be evaluated on creativity/originality, quality of submission and theme. Five runners-up will also be selected. Runners-up will receive a seven-day Avis rental. To enter and for more information, including official rules, visit [www.avis.com/ItsYourSpace](http://www.avis.com/ItsYourSpace).

### **About Avis**

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,200 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](http://www.avis.com).

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