



Contact: Alice Pereira  
(973) 496-6113  
alice.pereira@avisbudget.com

## **BUDGET ♥ SHOPPERS: NEW MARKETING CAMPAIGN TARGETS TRAVELERS FROM LATIN AMERICA**

**PARSIPPANY, N.J., June 18, 2013** – Bargain hunters from South America planning a trip to the United States might want to take along an empty suitcase to take advantage of great savings from leading retailers through a special promotion offered by Budget Car Rental and Simon Property Group, operator of some of the most popular retail centers in Boston, Miami, New York and Orlando, Fla.

When travelers make a Budget reservation for travel to Boston, Miami, New York and Orlando, they will receive a shopping voucher that can be redeemed for a package of coupons, discounts and other special offers at the following Simon shopping destinations: Burlington Mall and Wrentham Village Premium Outlets in Boston; Dadeland Mall, The Falls, Miami International Mall and Sawgrass Mills in Miami; Woodbury Common Premium Outlets in New York; and The Florida Mall, Orlando Premium Outlets (International Drive) and Orlando Premium Outlets (Vineland Avenue) in Orlando.

“Last year, foreign tourist spending in the United States rose to a new record, and we are seeing some of the biggest increases coming from Latin American countries such as Brazil,” said Jeannine Haas, chief marketing officer, Avis Budget Group. “We’re excited to provide additional incentives to promote international-inbound travel, which is one of our key global strategic priorities.”

The campaign will be promoted throughout Latin America via online banner advertising, search engine advertising, travel agents and presence on Budget websites in each country, including Argentina, Brazil, Chile, Mexico and Uruguay.

“Simon Property Group is excited to work with Budget to offer special savings to its international customers visiting Boston, Miami, New York and Orlando this summer. Simon Malls, The Mills and Premium Outlet Centers are popular shopping stops offering a wide range of choices to visitors arriving at these gateway cities,” said Coleen Conklin, vice president of marketing for Simon’s Premium Outlets division.

### **About Budget**

Budget Car Rental is one of the world’s best-known car rental brands with approximately 3,150 locations in more than 120 countries. Budget is an industry leader in providing vehicle rental services to value-conscious travelers and also operates the second-largest truck rental business in the United States, through a network of more than 2,000 locations. Budget is owned by Avis Budget Group, Inc. (NASDAQ: CAR), which operates and licenses the brand throughout the world. For further information, visit [www.budget.com](http://www.budget.com).

### **About Simon Property Group**

Simon Property Group, Inc. (NYSE: SPG) is an S&P 100 company and the largest real estate company in the world. The company currently owns or has an interest in 327 retail real estate properties in North America and Asia comprising 242 million square feet. Simon

Property Group is headquartered in Indianapolis, Indiana and employs approximately 5,500 people in the U.S. For more information, visit the Simon Property Group website at [www.simon.com](http://www.simon.com).

# # #