



AVIS BUDGET GROUP RETAIL VEHICLE SALES PROGRAM NOW AVAILABLE TO MICHIGAN CAR BUYERS

PARSIPPANY, N.J., March 24, 2014 — Residents of Michigan now have a new option for test-driving and purchasing quality vehicles at competitive prices. Avis Budget Group, Inc. (NASDAQ: CAR) today announced that its consumer car sales program has been expanded to Michigan.

In collaboration with AutoNation, Inc., America's largest automotive retailer, the consumer car sales program offers potential buyers a no-haggle, no-hassle process and features a wide selection of late-model Avis and Budget rental vehicles for purchase at competitive prices. Customers can shop online at www.avis.com or www.budget.com and schedule their "ultimate test drive" to enjoy the full experience of driving a vehicle of their choice, ranging from a fuel-efficient model to a multi-purpose vehicle. The ultimate test drives are free-of-charge for two hours or can be as long as three days for a nominal rental fee. If the customer decides to purchase the vehicle, the base rental fee will be refunded after the purchase is completed through AutoNation Direct.

"Michigan is home to America's largest auto manufacturers, so residents take test-drives and vehicle purchases very seriously," said Tom Gartland, president, North America, Avis Budget Group. "We're excited to expand our program to the Great Lakes State and offer residents the ultimate test drive — on their local roads and under their real driving conditions. It's the convenient and stress-free way to purchase a used vehicle with confidence."

This car sales program is part of Avis Budget Group's strategic objective to drive efficiency throughout the organization and accelerate growth, by maximizing the revenue from risk car sales. The program is also available in Arizona, California, Colorado, Florida, Georgia, Illinois, Nevada, New Jersey and Texas, and features more than 75 vehicle makes and models. Customers can choose from domestic and foreign manufacturers ranging from Ford and General Motors to Kia, Nissan, Toyota, Volkswagen and many more. AutoNation Direct representatives are also available to answer questions about financing, trade-in options, available warranties and related services prior to completing the transaction at a location that is convenient for the customer.

For more information on purchasing a vehicle, or to make a car rental reservation, visit www.avis.com or www.budget.com.

About Avis Budget Group

Avis Budget Group, Inc. is a leading global provider of vehicle rental services, both through its Avis and Budget brands, which have more than 10,000 rental locations in approximately 175 countries around the world, and through its Zipcar brand, which is the world's leading car

sharing network, with more than 860,000 members. Avis Budget Group operates most of its car rental offices in North America, Europe and Australia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 29,000 employees and is headquartered in Parsippany, N.J. More information is available at www.avisbudgetgroup.com.

About AutoNation Direct

Formed in 2007, AutoNation Direct is an alternative sales channel that enables AutoNation to serve the unique needs of affinity groups, credit unions and other specialty organizations by providing a customer sales experience outside the traditional dealership. AutoNation Direct is a subsidiary of AutoNation, Inc. (NYSE: AN), headquartered in Fort Lauderdale.

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