

# avis budget group

## Investor Day Presentation

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# Four Underlying Strategies Drive Our Business Choices

## Driving Sustained, Profitable Growth



***Strategically  
Accelerate  
Growth***



***Expand Our  
Global  
Footprint***



***Put the  
Customer  
First***



***Drive  
Efficiency  
Throughout  
the  
Organization***

# Key Messages

- ▶ Our industry is at an inflection point enabled by technology
- ▶ We are investing to capitalize on this global opportunity
- ▶ New systems will drive efficiencies and customer value
- ▶ Mobility and “virtual” rental capabilities will vastly expand our addressable market



# Agenda

- ▶ **Leveraging technology to optimize efficiency**
- ▶ **Maximizing customer value**
- ▶ **Capitalizing on the “virtual” rental opportunity**



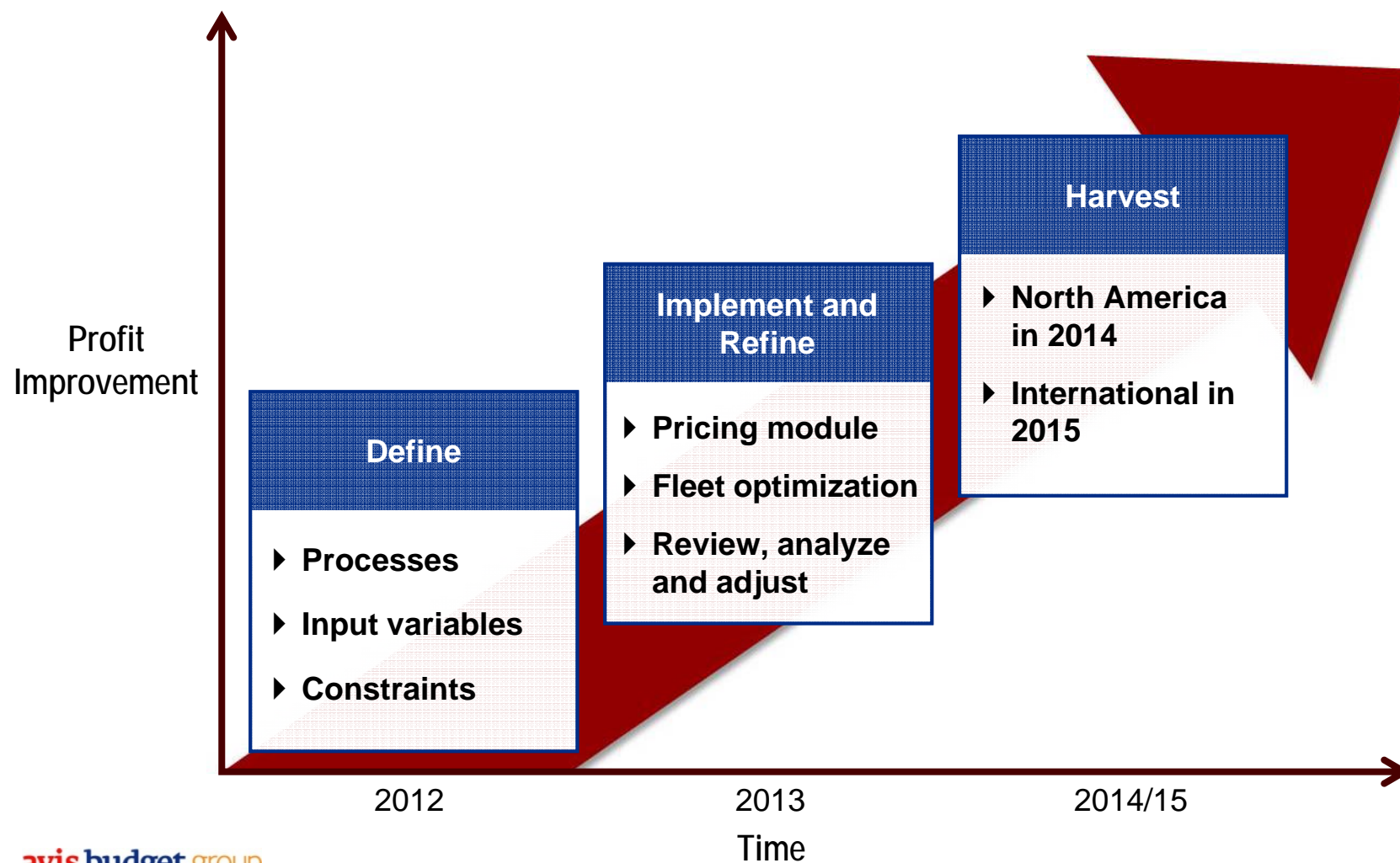
# Building the Industry's First Fully Integrated System . . .



**Optimize pricing and fleet levels**

## ... To Improve Profitability

Expect to Generate More Than **\$50** million  
of Incremental EBITDA by 2014



# Agenda

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# Mobile Applications Enhance Customer Value . . .

Accelerate  
Growth

## ▶ Smart applications for reservation

- Websites and smart phone applications for reservations anytime, anywhere in 35 languages



## ▶ Mobile check-in

- Allow customers to complete rental agreement and choose their car via web or mobile



## ▶ Future rental experience

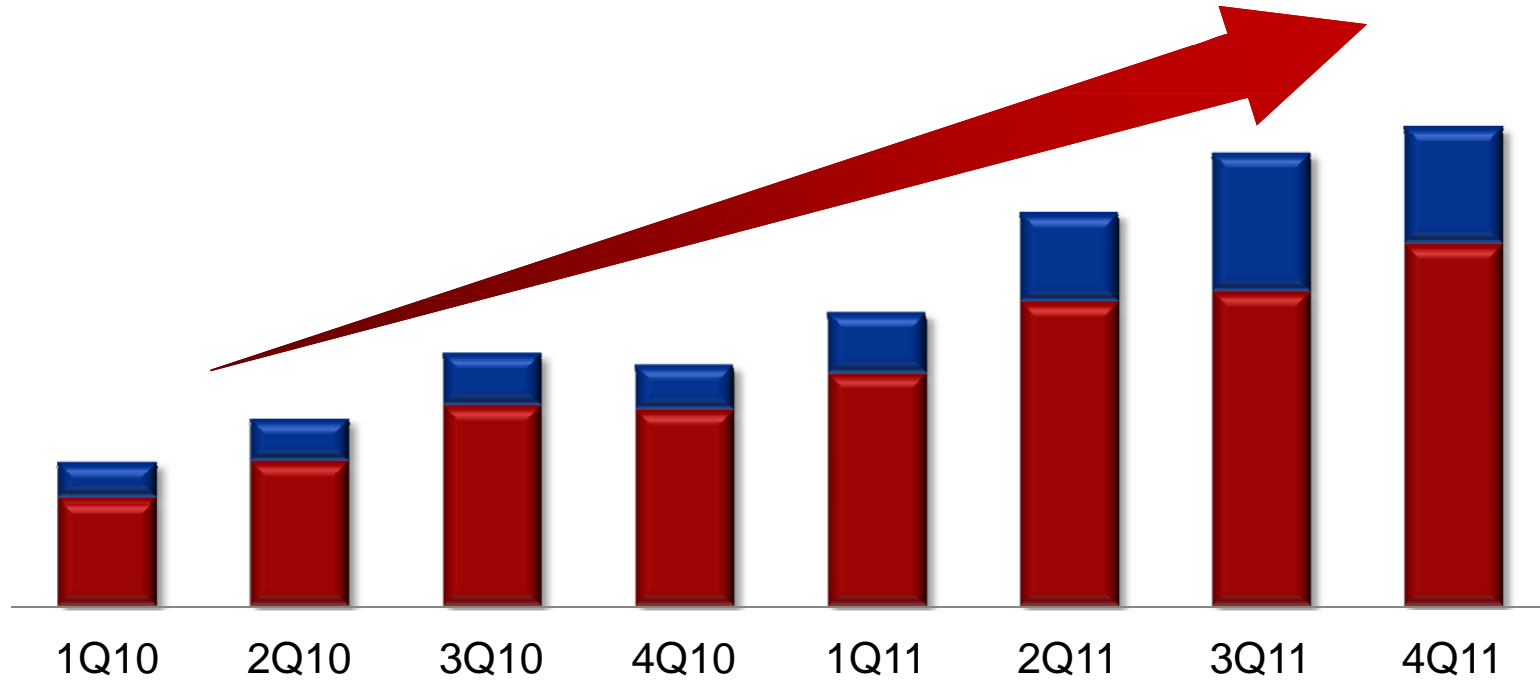
- New services and products delivered on mobile devices



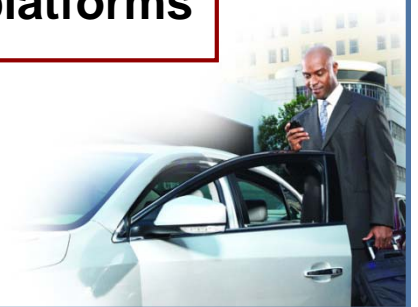


## ... Continuing to Lead the Industry in Mobile Capabilities

**Avis Budget Mobile Revenue<sup>(a)</sup>**



**Avis is only supplier with apps on all four major mobile platforms**



# New Counter Interface to Maximize Profit per Customer

Accelerate  
Growth

## Before

```

CMD          P101 RA CHECK OUT    DOC      H/C      RES
AGENT ID 12345  PIN      ENTER AGENT ID/PIN THEN SWIPE BELOW

NAME  TESTER, PRAHLAD          RENT STA    DATE    DLY?  RSN ?
COMPANY AVISBUDGET GROUP        ADDR1 3 CENTURY DRIVE
ADDR2 ?          ADDR3 PARSIPPANY, NJ, 07054, US
CREDIT ID CX424604XXXXXX9566  CEX 12/12 DR LIC USCA12345
METH PAY CV PREPY ?          DOB 05MAY53 DEL ?    TAX ?
AUTHORIZ          CPN ?      CCI ?          DIS/COM 1/0
LCL CONT ?          FTM ?
REMARKS AVIS FIRST MEMBER      AWD B771000 ADJUSTMT ?
IN STA LGA DT/TM IN 30SEP11/1500 OWF/MISC ?
RATES QW/H GRP/$$ ?          MVA H1    ML/KM ?    FUEL OUT ?
LDW N PAI N PEP N ALI N SPC ? PRT ? FREQ MRA
DT/TMOUT          FOR DELAYED C/O AND REPROMPTS RA
ENT DATA ?          SOURCE          PASSWORD
HOURLY          DY          WKY          PR ML/KM          OTHER
RSVD-H- 88.50 STANDARD UP5L #100.50 DIFF= 12.00 * 98.50 DIFF= 10.00
L62 BLK LINC TCAR 4D 1500 AB BG HS PS LS DL          AGE=07/26 NEW 11 0811
SELECT SPACE NUMBER
    
```



## After

Check Out	Check In	ReadyLine	Walk Up	Manifest	Rental
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Search

### 1. Customer Information

Name  ,

Dr License    DOB

Cntry State Number MM/DD/YY

Company

Address

Address 2

City, State, Zip, Country (State=XX if no states)

Contact Info  Local Renter

Freq. Travel #   ☐ Verified

Type Number

### 2. Payment Information

Method

Credit Card    /

Type Number/Swipe Exp Date Reason

CCI

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# “Virtual” Rental Technologies – Capitalize on a Significant Global Opportunity

Low-cost technology solutions being developed



***Customer first***

Automated check-out and check-in anywhere



***Customer first***

Lowers our costs



***Efficiency***

Expands our addressable market



***Accelerate growth***

Varying business models will be required to serve customers globally



***Global footprint***



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