



## AVIS TRANSFORMS CAR RENTAL TO GIVE TRAVELERS COMPLETE CONTROL OF THEIR EXPERIENCE VIA SMARTPHONE

*Avis Now, co-created with customers, redefines car rental with new app technology*

**PARSIPPANY, N.J., July 12, 2016** – Beginning today, Avis Car Rental is re-engineering the entire process of renting a car. Through the new [Avis Now](#) features of its mobile app, Avis is allowing customers to control every detail of their rental. In the process, Avis is introducing a significant innovation in car rental.

Don't like the car assigned to you? Simply swipe and choose another in real-time. Want to extend your rental or view your rental agreement? Done. No more waiting at counters, no more uncertainty.

Created with customers' input, Avis Now provides complete flexibility, ease and control over the car rental experience and is compatible with all vehicles in the Avis fleet, with special features designed for connected cars that enhance the overall experience. Travelers enrolled in Avis Preferred, the Company's express rental/loyalty program, now have the power to do the following, and more, right from their smartphone:

- **Choose the exact car they want:** View which cars are available in real-time. Exchange or upgrade a vehicle before arriving at the lot, or when on the lot. In the mood for a different color or a convertible instead? Simply swipe, tap and drive away.
- **Control their rental experience from start to finish:** Confirm, cancel or extend a rental in the app. Lock and unlock doors, or flash the headlights to help find their car. Return the car without assistance, with speed and simplicity — all from technology in their pocket.
- **Get real-time updates for peace of mind:** Receive important real-time notifications about their trip. Access an instant view of the rental agreement, confirm fuel or mileage and obtain assistance on demand. All this via a convenient app built for control, time savings and a successful trip.

"Our customers are not shy about telling us what they think can be better in car rental," said Scott Deaver, executive vice president and chief marketing officer, Avis Budget Group. "Avis Now was designed to seize those opportunities — with technology that gives customers what they want today and anticipates their future needs as more connected vehicles hit the road."

"Technology is drastically reshaping the car rental experience for our customers — and for the better. As smartphones and connected cars increase in number around the globe, we're thinking through all the possibilities and ensuring that Avis continues to lead the industry with innovation," Mr. Deaver added.

Avis Now can be used at more than 50 locations across the United States and will be available in select international markets in the coming months.

Avis Now is available to all Avis Preferred members via the Avis mobile application for devices on the iOS and Android platforms. Avis Preferred is free to join. For more information on Avis Preferred or to enroll, visit [www.avis.com](http://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](http://www.avis.com).

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