



AVIS IRELAND IS AVIS CAR RENTAL LICENSEE OF THE YEAR FOR EUROPE, THE MIDDLE EAST AND AFRICA

PARSIPPANY, N.J., and ISTANBUL, October 27, 2014 – Avis Car Rental Ireland has been honored as 'Licensee of the Year' in the 2014 Avis Car Rental Licensee Awards for Europe, the Middle East and Africa (EMEA) at a gala event in Istanbul.

The annual Licensee Awards recognize licensee partners that have demonstrated growth in annual financial performance, measured against their local country economic conditions. The judging panel also took into account exceptional customer service performance and strong delivery of strategic initiatives. The "best of the best" are honored as licensee of the year, with recognition for similar accomplishment given out to two additional licensees in the region for outstanding achievement.

"Avis Ireland has excelled in a challenging and highly competitive market," said Larry De Shon, president, EMEA, Avis Budget Group. "Demonstrating strong growth in rentals, revenue and market share, they have also made significant steps forward in customer service and individual location branding."

The judging panel was impressed with Avis Ireland's strong alignment with Avis Car Rental global initiatives and focus upon customer satisfaction. In addition, judges highly commended the team's successful integration of Avis Northern Ireland operations.

Avis Turkey and Avis South Africa were both recognized for their outstanding achievement in the areas of growth and excellence in customer service.

Avis Car Rental is operated in Ireland and Northern Ireland by an independently-owned licensee, with locations at Dublin Airport, Cork Airport, Kerry Airport, Shannon Airport and Ireland West Airport Knock as well as downtown locations in Dublin and Galway. Avis Ireland offers a broad range of cars to choose from, including both manual and automatic transmission vehicles. Customers can choose from quality, well-maintained late-model vehicles such as the Nissan Juke and Nissan Qashqai as well as the Volkswagen Golf.

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,750 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.

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