



## **REVOLUTIONARY AVIS APP TALLIES MORE THAN 250,000 USERS WITHIN THREE MONTHS OF LAUNCH**

*Customers can control every aspect of car rental via smartphone with Avis Now —  
no waits, no lines, no stress*

**PARSIPPANY, N.J., October 17, 2016** – Avis Car Rental today announced that its mobile app, which puts unprecedented control of the car rental experience in customers' hands through its Avis Now features, has gained more than 250,000 users since it rolled out in July, and has logged more than 100,000 rental transactions. This new hassle-free, personalized car rental process, which users can control from a smartphone or tablet, is now available at nearly 60 locations across the United States, with plans for expansion to select international markets in the coming months.

Designed to meet the changing needs of today's travelers, Avis Now was co-created with customers' input throughout the development process. Travelers can now choose the exact car they want, confirm, change or cancel reservations, extend rentals, view rental agreements at any time and return the car without assistance, all via the app. A recent survey of customers found that the app saves them time when picking up cars and makes the overall rental experience easier.

"Avis Now is outperforming our projections for downloads and usage, and producing satisfaction scores that set a new high-water mark," said Scott Deaver, executive vice president and chief marketing officer, Avis Budget Group. "This is a customer-driven innovation that Avis brought to market first, with a singular purpose: to make car rental easier. That vision will continue to guide the evolution of Avis Now, bringing features designed to make the rental experience increasingly fast, simple and satisfying, as its availability expands across America and throughout the world."

Avis Now is compatible with all vehicles in the Avis fleet, including 40,000 connected cars that enable further enhancements to the rental experience such as smartphone-controlled door locking and unlocking, and headlight flashing for easier car location.

Avis Now is available to all Avis Preferred members via the Avis mobile application for devices on the iOS and Android platforms. Enrollment in Avis Preferred is free. For more information or to enroll in Avis Preferred, 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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