



## Press Release

### Zipcar is Sharing a Whole Lot More Than Cars This Holiday Season

*Zipcar has partnered with four charities to give back through the new Zipcar Shop*

**BOSTON (December 2, 2014)** – Zipcar, the world’s leading car sharing network, announced today that it will be zipping into the holiday season with a new five-week campaign to add some extra joy for members through special discounts and deals.

The campaign will launch with the first-ever Zipcar Shop. Through the online store, [www.zipcarshop.com](http://www.zipcarshop.com), customers will be able to purchase all their favorite Zipcar swag including “I’m a Zipster” t-shirts, Zipcar track jackets, ski hats, earbuds, Bluetooth speakers, cell phone chargers, Zuggies (Zipcar’s version of a sleeved blanket), water bottles and other fun gifts. All net proceeds from purchases will be donated to a charity of the customer’s choice of the four Zipcar charity partners: Best Friends Animal Society, DonorsChoose.org, Meals on Wheels and Toys for Tots. The Zipcar Shop will remain open during all five weeks of the campaign.

Over the next four weeks, Zipcar will announce special member discounts and invitations to hosted events, parties and promotions, and donations to local charities in all 26 North American communities where Zipcar has offices. Deals and events will be revealed each week through emails to members, Zipcar’s social media channels and at [www.zipcar.com/holiday](http://www.zipcar.com/holiday).

Zipcar is also offering holiday shoppers “Zipcertificates,” which make a great gift for any urban dweller. Zipcar gift certificates can be used toward a new Zipcar membership or to give an existing Zipcar member a few free hours behind the wheel. For more information, or to purchase a Zipcertificate, visit [www.zipcar.com/gift](http://www.zipcar.com/gift).

“This holiday season we’re excited to take the sharing beyond cars and give back to the communities across the country that we call home,” said Kaye Ceille, Zipcar president. “The Zipcar Shop gives our members, their families and friends the unique opportunity to show their pride for our brand while benefiting a charity of their choice.”

Zipcar offers its members the benefits of having a car without the expense or hassle of owning one. Zipcars can be reserved by members via the Zipcar smartphone app for Android and iPhone, online at [www.zipcar.com](http://www.zipcar.com), or over the phone. Rates start as low as \$8.50 per hour and \$74 per day (24 hours) and include gas, insurance and 180 miles per day.

#### **About Zipcar:**

Zipcar, the world’s leading car sharing network, has operations in urban areas and college campuses throughout the United States, Canada, the United Kingdom, Spain, Austria and France. Zipcar offers more than 30 makes and models of self-service vehicles by the hour or day to residents and businesses looking for smart, simple and convenient solutions to their urban and campus transportation needs. Zipcar is a subsidiary of Avis Budget Group, Inc. (Nasdaq: CAR), a leading global provider of vehicle rental services. More information is available at [www.zipcar.com](http://www.zipcar.com).

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