



## NEW AVIS 'WHAT DRIVES YOU' CAMPAIGN FEATURES TOMS® AND GILT® FOUNDERS' SUCCESS STORIES

*Accomplished entrepreneurs share their journeys of personal success and ask others "What Drives You" for the chance to win professional mentorship and a new BMW*

**PARSIPPANY, N.J., April 13, 2015** – Avis Car Rental today announced the launch of a new marketing campaign for its Signature Series of luxury brand cars that tells the personal journeys of accomplished professionals and how they got their start. At <http://www.avis.com/>, the campaign, called "What Drives You," features a series of cinematic shorts illustrating the stories of seven celebrated professionals and the passion and motivation that got them to where they are today.

"We wanted to discover the personal stories behind the success of unique, innovative professionals and have them tell their stories in their own words," said Jeannine Haas, chief marketing officer, North America, Avis Budget Group. "This campaign shows that, like them, Avis believes how far you go in life is a matter of what drives you."

The new campaign features seven influential professionals carefully selected for their drive, impact on their industries and how the road has shaped their lives:

- **Blake Mycoskie**, founder and Chief Shoe Giver, TOMS: Blake has pioneered a new business model that shows how business can improve lives by helping others and giving back. With every purchase, TOMS helps a person in need. Blake travels hundreds of days a year building his business and sharing his approach and relies on Avis Car Rental to provide him with "a place to relax – where I have everything that I need when I need it." [https://youtu.be/kAW8mkhK\\_Y8](https://youtu.be/kAW8mkhK_Y8)
- **Alexis Maybank** and **Alexandra Wilkis Wilson**, cofounders, GILT: They revolutionized the fashion industry by making luxury fashion accessible to a broader audience. Building GILT, Alexis and Alexandra used time in their rental car together on the road to catch up, grow their business and think about the next big idea. Alexis: <https://youtu.be/WqNIg1d8i6U> Alexandra: <https://youtu.be/g5SWE4PCQ70>
- **Anthony E. Zuiker**, creator and executive producer of the CSI franchise, including the new hit TV series "CSI: Cyber:" As one of the most watched TV shows in the world, "CSI" has not only captivated viewers, but inspired thousands to enter the field of forensic science. As a writer and researcher, Anthony turned forensic science into compelling TV viewing. Anthony is always on the road and uses the time he has to himself "to collect my thoughts, think about the scripts, the characters, and to create." <https://youtu.be/rJ0ljgBsuj8>
- **Baratunde Thurston**, author, comedian and CEO, Cultivated Wit: As a writer and performer, Baratunde gets his inspiration from the many communities and cities where he resides or visits. He finds having an Avis vehicle on his trips to be liberating. <https://youtu.be/cZiQ071X45k>

- **Aida Mollenkamp**, chef, author and food expert: Aida, held back by an injury, turned to cooking and found a new passion. Aida relies on Avis as a trusted travel partner so that she can focus on finding the inspiration for her recipes. <https://youtu.be/t3Osh5OAHKY>
- **Leland Melvin**, astronaut and education counselor in the fields of science, technology, engineering, the arts and mathematics (STEAM): Despite considerable setbacks, Leland has managed to suit up for both the Dallas Cowboys and NASA. Leland relies on Avis as if it were his own “little command module,” calling it “a place of escape.” [https://youtu.be/lmAk\\_XR\\_pZo](https://youtu.be/lmAk_XR_pZo)

“Our campaign is a cutting-edge approach to advertising and brand-building that is right at the forefront of how leading companies are communicating with their customers today,” said Haas. “It is truly a social campaign that leverages the committed social following of our featured professionals, invites our audience in, drives them to engage with us and book an Avis car directly on our channels. The campaign showcases our Avis Signature Series fleet – including vehicles from Infiniti and BMW – which supports our customers’ special occasion vehicle needs.”

Key features of the campaign include the following:

- A 30-second TV spot featuring TOMS founder Blake Mycoskie
- A web video series available at [www.avis.com/whatdrivesyou](http://www.avis.com/whatdrivesyou)
- A social media campaign including YouTube, Facebook and Twitter using #whatdrivesyou
- A Facebook sweepstakes at <https://www.facebook.com/avis>

To promote the Avis Signature Series, [Leo Burnett Business](#) created “What Drives You” and builds upon Avis’s award-winning 2013 integrated marketing campaign, “The Professionals.”

### Enter for a chance to win

Avis invites customers to share the passions that drive them for a chance to win a new BMW and professional mentorship from Blake Mycoskie, Alexis Maybank and Alexandra Wilkis Wilson. For more information or to enter the contest, visit <http://www.facebook.com/avis>. View the gallery of submissions for inspiration and share your own story.

Participants in the Facebook sweepstakes will automatically be entered to win \$2,500 in GILT credit, \$1,000 worth of TOMS gear and a complimentary Avis Signature Series rental.

### About Avis

Avis Car Rental operates one of the world’s best-known car rental brands with approximately 5,450 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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