



## AVIS AND AEROPLAN NAME WINNER OF PARTNERSHIP CONTEST

**MONTREAL, October 14, 2015** – Avis Car Rental and Aeroplan, Canada's premier coalition loyalty program, today announced the grand prize winner of a national contest to celebrate three decades of successful partnership between the two companies. Jean Louis Laporte of Toronto, Ontario, the grand prize winner, will drive in true style for the next year in a 2016 Lincoln MKC from Avis. The MKC is a luxury crossover that offers a 2-litre EcoBoost I-4 engine with 240 horsepower, a push-button start, hands-free liftgate and seating for five.

Launched in celebration of three decades of collaboration between Avis and Aeroplan, the partnership contest drew more than 60,000 entries. Aeroplan Members who rented a vehicle at participating Avis locations across Canada were automatically entered into the contest and the winner was chosen in a random draw. In addition to the grand prize, the companies also awarded 10 lucky entrants with 30,000 Aeroplan Miles which can be used for flights within Canada or to/from the continental United States.

"The success of this partnership, such that it has lasted for 30 years, reflects our joint commitment to putting the customer first and providing a consistently outstanding travel experience," said William Boxberger, vice president and general manager, Canada Operations, Avis Budget Group. "The strong link between Avis and Aeroplan helped drive robust customer interest in the contest. We thank all of those who participated in the contest and congratulate Mr. Laporte and the other winners."

### 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).

### About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Aimia Inc., a data-driven marketing and loyalty analytics company. Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors. In 2014, approximately 2.7 million rewards were issued to members including 1.9 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300 destinations worldwide. In addition to flights, members also have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards. For more information about Aeroplan, please visit [www.aeroplan.com](http://www.aeroplan.com) or [www.aimia.com](http://www.aimia.com).

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