



Video Release -- New Avis Marketing Campaign Redefines the Role a Rental Car Plays in Business Travelers' Busy Lives

PARSIPPANY, N.J., Aug. 27, 2012 (GLOBE NEWSWIRE) -- Avis Car Rental today launched a new integrated marketing campaign, "It's Your Space," that aims to redefine and elevate the role of the rental car in corporate travelers' busy lives. The campaign centers on how business professionals use the space inside the rental vehicle to be productive and recharge when traveling.

A video accompanying this release is available at <http://www.globenewswire.com/newsroom/news.html?d=10003147>

The campaign includes three national TV commercials, each of which depicts an array of business travel experiences:

- "Rock Out" features a business professional practicing his upcoming presentation by singing the words out loud while he's driving to the meeting.
- "Bizcation™" highlights a business professional having a challenging day on the job and the relaxation he feels as he jumps into his rental car to enjoy a mini-vacation with his family after the work is done.
- "Deal Closer" shows a group of co-workers utilizing their rental vehicle to prepare and "get psyched" for an important meeting, and then hours later, driving to the golf course to celebrate success.

"We recognize that busy professionals are always on the go and yearn for more control over their day," said Jeannine Haas, chief marketing officer, Avis Budget Group. "The new campaign illustrates how an Avis rental vehicle gives customers that control so they can prepare for a meeting, recharge or just be themselves — after all, 'It's Your Space.'"

The campaign's initial flight will run through November 2012. The TV spots will air on network and cable television and will be supported by print advertisements in national newspapers and business publications such as *The Wall Street Journal*, *The Economist* and *Sports Illustrated*, as well as online media and airport terminal displays.

In addition, Avis will unveil an experiential iPad campaign that brings to life the idea of "It's Your Space" through a series of highly interactive scenarios, including "Your get amped space," "Your inner peace space" and "Your game on space."

"Brand marketing to drive profitable growth is one of our strategic growth initiatives," said Ms. Haas. "This campaign is our latest effort in delivering against this key objective."

The campaign was created by Leo Burnett Business, who was recently appointed Avis' advertising agency of record. Media planning, buying and placement is being handled by Spark, a division of Starcom Media Group and Avis' media agency of record.

For more information or to view the TV commercials, visit www.avis.com/tv.

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,200 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.

The Avis Car Rental logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11593>

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