



## Press Release

### **Zipcar Aces Car Sharing for University Students**

*Zipcar tops 400 campuses, renews partnership with Ford, expands eligibility to more drivers and funds 300 student ambassador positions at schools across the country*

**BOSTON, November 18, 2014** – This fall, Zipcar, the world’s leading car sharing network, has further extended its leadership position in college and university car sharing services with the addition of 40 new campuses, a premier partnership with Ford Motor Company and an innovative student brand ambassador program. Zipcar is now on more than 400 campuses in North America with a variety of vehicles, including many new Fords offered at discounted hourly rates. Zipcar has also made car sharing possible for more students aged 18+ and is offering a unique opportunity to build life-long business and marketing skills for 300 student brand ambassadors on 150 campuses.

“Zipcar continues to be the leading choice for universities looking for a convenient and sustainable transportation option that gives students affordable wheels when they want them,” said Kaye Ceille, Zipcar president. “From offering the latest vehicles from Ford, to training hundreds of students with real-world skills through brand ambassador programs, to working collaboratively with parking and transportation leaders to solve campus problems, Zipcar benefits the whole campus.”

#### **More car sharing available for more students in more places**

More than three and a half million students — from the East Coast to the West Coast, from the Big Ten to the NESCAC — now have Zipcar available in their area. In addition to the new universities, Zipcar has lowered the membership eligibility to students as young as 18 years old at nearly all existing campuses. Further, Zipcar has increased the number and types of vehicles available to student members 18 years of age.

“Zipcar’s car sharing model complements the sustainability mission of the university and the shift towards using alternative forms of transportation,” said Mary Ellen Mallia, PhD, director of environmental sustainability at the University at Albany. “The University at Albany is delighted to partner with Zipcar to provide a quality car sharing service which will enable our students to break free from the requirements of vehicle ownership.”

Mark Napier, associate director for University of Arizona Parking and Transportation Services added, “We are very pleased to have Zipcar on campus as it provides an indispensable transportation alternative to our students, faculty and staff. Zipcar has exceeded our expectations.”

#### **Partnering with Ford to offer premier vehicles at reduced rates**

Zipcar for University continues to ace the university segment by re-signing its alliance with Ford Motor Company. With this alliance, Zipcar is able to offer participating universities Zipcar membership discounts, reduced driving rates, as well as the latest Ford vehicles. Further, Zipcar and Ford will once again give back to the college community through the “Students With Drive” grant program, which has donated more than \$625,000 in cash and driving credit to student groups since 2011. More information can be found at [www.facebook.com/zipcaru](http://www.facebook.com/zipcaru).

#### **Life skills for students**

Another added bonus for students at Zipcar for University campuses is a partnership in which 300 campus leaders are participating in a 10-week brand ambassador program on 150 campuses across the country. The program will give students hands-on experience marketing a leading brand and tools they need to further their career.

#### **The Zipcar “Freshman Class” of 2014**

Newly launched Zipcar university programs in 2014 include: California State University – Northridge, Central Washington University, Colorado Christian University, Concordia University, Florida Atlantic University, Geneva College, Grand Canyon University, Long Island University, Manhattan College, Marymount University, Minnesota State University, Missouri State University, Northern Illinois University, Ohio University, Pepperdine University, Siena College, Southern Illinois University Edwardsville, St. Joseph’s University, St. Mary’s College, SUNY Albany, SUNY New Paltz, SUNY Stony Brook, Swarthmore College, Texas Southern University, UNC – Pembroke, University of Arizona, University of Arkansas, University of Bridgeport, University of Houston, University of Nevada – Las Vegas, University of Rhode Island, University of Redlands, University of the Arts, Ursinus College, UT – San Antonio, Wesley Theological Seminary, Western New England University and Wright State University, as well as towns with strong university presence such as Northampton, Mass., Holyoke, Mass. and East Lansing, Mich.

Zipcars on campus and in cities around the world are available 24 hours a day, seven days a week for reservation with gas, insurance and 180 miles per day included. Students at participating universities can join today by visiting [www.zipcar.com/universities](http://www.zipcar.com/universities).

#### **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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