



AVIS ENHANCES ITS LOYALTY PROGRAM TO OFFER MORE BENEFITS AND REWARDS FOR FREQUENT RENTERS

PARSIPPANY, N.J., July 15, 2015 – Avis Car Rental today unveiled a new way for members of Avis Preferred, the Company's express rental program, to get rewarded for renting from Avis. Now, Avis Preferred members are eligible to earn Avis Preferred Points — one point for every dollar they spend on vehicle rentals and two points for every dollar they spend on optional products such as GPS, satellite radio and child safety seat rentals. Earned points can be redeemed for complimentary Avis rental days, upgrades and select optional products.

In addition, when Avis Preferred members complete 12 rentals or spend \$5,000 on base rentals plus optional products within a calendar year, they will automatically earn Avis Preferred Plus status. With Avis Preferred Plus, members receive a one car-class complimentary upgrade whenever available, access to a special Avis Preferred Plus reservation/support telephone number and exclusive monthly email offers. Those with Avis Preferred Plus status will also earn 25 to 50 percent more points for every dollar they spend.

"In response to customer feedback, we enhanced Avis Preferred to offer members an added benefit that is simple to understand, easy to earn, and has flexible redemption options," said Jeannine Haas, chief marketing officer, North America, Avis Budget Group. "With Avis Preferred Points, every dollar counts, so the more members rent and spend, the more they earn on their worldwide rentals — and there are no blackout dates for redeeming points. It's perfect for those traveling this summer — they can start earning immediately, even on reservations already booked."

Depending on such factors as location, the time of year and the desired car class, some customers will qualify for a free upgrade or optional product after a single rental, and qualify for a free rental day after as few as four rental transactions.

Avis Preferred allows members to skip the counter and paperwork at many locations and go straight to their car. Members also have access to Avis Preferred Select & Go, the Company's vehicle selection service, available at top airport locations in North America. Avis Preferred also allows customers to receive e-receipts upon completion of the vehicle return process, which saves time and paper and eliminates the problem of lost receipts for travel expense accounting.

"Avis Preferred now offers frequent renters even more control. Members can decide when, where and how they want to redeem their points, whether it's for a winter escape to Florida, for a car-class upgrade when heading home for the holidays, or for enjoying satellite radio on a business trip or summer vacation. And with Avis Preferred Plus, the program is even more rewarding," said Haas.

Avis Preferred is free to join and is open to residents of the United States, Canada, Puerto Rico and the U.S. Virgin Islands. Customers must check the box within the Avis Preferred online profile that reads "Yes, I want to start earning points" to enroll into Avis Preferred

Points. Members can also earn bonus points on their birthday and for achieving certain milestones such as completing their first rental and reaching annual spend thresholds. Members can track their activity on Avis.com as well as via the Company's mobile application. Avis Preferred Points cannot be earned on rentals where customers receive mileage, credits or points for a frequent traveler program such as airline or hotel programs. For more information on Avis Preferred or to enroll, visit www.avis.com.

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.

About Avis Preferred

Avis Preferred allows members to travel better, save time and money and gain access to exclusive offers. Avis Preferred members can earn points for every dollar they spend on vehicle rentals and select optional products by enrolling in Avis Preferred Points. Vehicle rental includes time and mileage. Taxes and surcharges are not included. All currency is calculated in the equivalent of U.S. dollars. Avis Preferred Plus replaces Avis First, which is no longer offered.

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