



Contact: Alice Pereira
973.496.6113
alice.pereira@avisbudget.com

AVIS LANDS MOBI AWARD FOR BEST IPAD/TABLET ADVERTISING CAMPAIGN

PARSIPPANY, N.J., October 21, 2013 – Avis Car Rental today announced that its experiential iPad campaign, “The Professional Challenge,” has been named “Best iPad/Tablet Advertising Campaign.” The award was presented at the recent Digiday Mobi Awards Gala, which honors overall excellence and breakthrough innovation in mobile media, marketing and advertising.

“The Professional Challenge,” a component of the Company’s integrated marketing campaign titled “The Professionals,” directed users to a game where celebrities (photographer Nigel Barker, athlete Gabrielle Reece and golfer Steve Stricker) challenged users to drive a mile in their shoes through a red and white world, patterned after the landscapes included in Avis television spots. Users tested their skills, collected points and were rewarded along the way.

“‘The Professional Challenge’ was designed to engage users and drive additional brand loyalty – winning an award for it is a bonus,” said Jeannine Haas, chief marketing officer, North America, Avis Budget Group. “We’re happy to have produced such a successful campaign and sincerely thank Digiday for honoring us with a 2013 Mobi Award.”

Last month, “The Professional Challenge” was named “Mobile of the Day” by Favourite Website Awards – marking the second time the Company has earned this distinction. Earlier this year, the Company’s previous iPad campaign, “It’s Your Space,” took home the “Mobile of the Day” award. In addition, the “It’s Your Space” iPad campaign won “Magazine Advertisement of the Year” at the 2012 Digital Magazine Awards.

About Avis

Avis Car Rental operates one of the world’s best-known car rental brands with approximately 5,750 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.

#