



**FOR IMMEDIATE RELEASE**

**Zipcar Partners with Vermont Department of Tourism and Marketing**

*Joint Marketing Campaign Encourages Zipsters to “Tap It” in the Green Mountain State*

**BOSTON – January 5, 2015** – Zipcar, the world’s leading car sharing network, today announced a first-of-its-kind partnership with the Vermont Department of Tourism and Marketing to encourage Zipcar members to take “Zip Trips” to the state. The partnership comes on the heels of a fun, interactive marketing campaign that asked voters on social media to determine “Who Taps it Best?” – Vermonters who tap their abundance of maple trees to create 100 percent pure Vermont Maple Syrup or Zipcar members who tap their Zipcards on over 10,000 vehicles around the world to begin a Zip Trip.

In late 2014, Zipcar released three online and television ads titled “I’d Tap That” which juxtaposed the colloquial meaning of the term against how one enters a Zipcar (by tapping one’s Zipcard on the vehicle windshield sensor) in a fun, tongue-in-cheek manner. After the success of the ads, Zipcar and Vermont entered into a mutually beneficial relationship kicked off by Michael Snyder, Commissioner of the Vermont Department of Forests, Parks and Recreation, who feigned outrage over the ads in an effort to protect Vermont’s “National Reputation” as the leading tappers – to create Vermont maple syrup. Zipcar playfully responded with its own video, both of which can be found on [www.zipcar.com/whotapsitbest](http://www.zipcar.com/whotapsitbest).

“We are thrilled to be working with Vermont’s Department of Tourism and Marketing to encourage our Zipsters to visit the great ‘untapped’ tourism available to them in the State of Vermont,” said Brian Harrington, executive vice president and chief marketing officer for Zipcar. “We hope that by promoting travel with a Zipcar vehicle, Northeast urbanites and university students will escape city or campus life and take advantage of all the fantastic, four-season destinations available to them in the Green Mountain State.”

Zipcar and the Department of Tourism and Marketing are working with a variety of well-known Vermont-based brands to incentivize Zipsters through unique discounts such as 10 percent off full-priced items at any Cabot store state-wide. The ‘Who Taps it Best’ Campaign was supported by

Vermont's Ben & Jerry's, which provided 50 free pints of ice cream to encourage voting, as well as the Woodstock Inn, which provided a two-night stay for the grand prize winner. Zipcar and Vermont have also agreed on a series of promotions to encourage travel to be rolled out in 2015, including discounts, deals and travel guides.

Deputy Commissioner of Vermont Tourism Steven Cook said, "Vermont is very pleased to work with Zipcar to promote Vermont as a compelling travel destination for Zipcar members. What makes this collaboration so unique is the playful method of delivering the message and the inclusion of other Vermont businesses such as the Woodstock Inn, Cabot Cheese and Ben & Jerry's in this promotion. We could not be more excited to host Zipcar members in the Green Mountain State."

Zipcar gives its members on-demand access to a variety of cars in hundreds of cities, airports and college campuses worldwide. With Zipcars available 24/7 for reservation via Zipcar's mobile app, through [www.zipcar.com](http://www.zipcar.com), or over the phone, Zipcar is a smart transportation option for those who only need a car by the hour or by the day. Each reservation includes gas, insurance and 180 miles per day. For more information on Zipcar's partnership with the State of Vermont's Department of Tourism and Marketing visit [www.zipcar.com/whotapsitbest](http://www.zipcar.com/whotapsitbest)

**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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