Avis Dominates Its Category For Customer Loyalty For 20th Consecutive Year

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The 2019 Brand Keys Customer Loyalty Engagement Index Awards Avis Car Rental As Best In Category For Customer Relationships

PARSIPPANY, N.J., March 21, 2019 (GLOBE NEWSWIRE) -- Avis has once again achieved top car rental company status in the Brand Keys Customer Loyalty Engagement Index.® The 2019 study examined brands in 90 categories to identify the drivers that engage customers, stimulate loyalty and advance real profits, and Avis received the highest marks in the car rental category by ranking first across all four behavioral engagement drivers. These drivers include: empathetic customer service; comprehensible pricing, discounts and options; digital convenience, expertise and reputation; and offering a wide range of connected, reliable and empowering features and vehicles. This year's accolade marks the 20 th consecutive year that Avis has been honored.

"Trust – an engagement factor in every product and service category – has become the indispensable connective tissue between brands and customer loyalty," said Robert Passikoff, president of Brand Keys. "We congratulate Avis for consistently developing actual, believable brand character and values that resonate with consumers and showcase verified trust."

"We are committed to offering the best possible customer experience that not only includes delivering on customers' needs, but also anticipating new possibilities for efficiency, convenience and personalization," said Maurice Herrera, senior vice president, marketing, Americas, Avis Budget Group. "We're honored to once again be recognized for our team's hard work and dedication."

Over the past year, Avis has focused on innovation in services and technology that further enhance customers' rental experiences. Avis Curbside Delivery debuted to shave time off a customer's trip and extend them the convenience of being dropped off right at the airport terminal. In direct response to customer feedback, enhanced features were added to the Avis mobile app that allow customers to manage all aspects of their rental from a smartphone. The company also continues to expand its global fleet of connected vehicles after surpassing the 100,000 mark, a milestone that promises to further improve the traveler experience and foster stronger customer relationships.

For more information on Avis, visit www.avis.com and follow @avisinnovation.

For more information on the 2019 Brand Keys Customer Loyalty Engagement Index, visit www.brandkeys.com.

About Avis
Avis operates one of the world's best-known car rental brands with approximately 5,500 locations in nearly 170 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 is the parent company of Avis, Budget, Zipcar, Payless, Apex Car Rentals, France Cars and Maggiore. Through these leading mobility brands, customers can get just about any type of vehicle (car, truck, van), for any length of time (minute, hour, day, month), for any purpose (business, leisure), across more than 11,000 locations in approximately 180 countries. For more information, visit www.avis.com.

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