



Fly Any Class, Drive First Class: Welcome to Avis First

July 28, 2025

The first rental experience to offer curbside pickup, premium vehicles and a personal concierge

PARSIPPANY, N.J., July 28, 2025 – Imagine this. You've just landed. Instead of wandering through a crowded parking garage or waiting for a shuttle, a welcome message pops up through your Avis app. By the time you reach the airport exit, your personal concierge is curbside with your premium vehicle. The cabin is cool, and your concierge helps you connect your CarPlay. No lines. No stress. Just the open road and a luxury experience that starts before you even put the car in drive. After you've completed your trip, you simply drop off your Avis First vehicle at departures. Avis First fills up the tank for you at market price so no need to hit the gas station. Hand off the keys to your concierge and head straight to the terminal.

Now, that experience is no longer a fantasy—it's here. Avis Budget Group, Inc. (NASDAQ: CAR) officially unveils Avis First: a premium, concierge-level car rental experience designed for people who expect more: more comfort, more control and more time back in their day. This isn't just a new tier. It's a whole new class of rental. And the best part, the product is priced for everyone, not just the select few.

"When Warren Avis introduced rental cars at airports back in 1946, he redefined travel. With Avis First, we're taking that spirit of innovation even further," said Brian Choi, Chief Executive Officer of Avis Budget Group. "We're here to set a benchmark that exceeds the expectations of today's most demanding travelers. Avis First reflects where we're headed as a company: innovating with purpose, delivering value where it matters most and doubling down on our legacy of trying harder for the customers we serve."

Avis First is now live at major airports in Denver, Colo., Honolulu and Palm Beach, Fla. Avis First also operates in local markets including Manhattan, Hoboken, N.J., Jersey City, N.J., Chicago, San Francisco, Miami, Orlando, Washington, D.C. and Seattle.

"Avis First introduces a new level of ease and efficiency, delivering curbside service and premium vehicles exactly when and where travelers need them," said Andres Barry, EVP and Chief Commercial Officer, Americas, Avis Budget Group. "It's designed for those who expect more, with concierge-level service, elevated comfort and complete control over the journey. It's not just about getting from A to B faster, it's about offering something distinct for those who value the luxury of time and service just as much as the drive itself."

Avis First doesn't replace the traditional rental model, it reimagines it entirely. By offering a premium, concierge-level experience, we've turned the everyday into the exceptional. Welcome to the new era of first-class car rental.

To learn more about Avis First, visit [avis.com/avisfirst](https://www.avis.com/avisfirst).

About Avis Budget Group

Avis Budget Group, Inc. is a provider of global mobility solutions, both through our Avis, Budget and Payless brands, which have more than 10,000 rental locations in approximately 180 countries around the world, and through our Zipcar brand, which is the world's leading car sharing network. Avis Budget Group operates most of our car rental offices in North America, Europe and Australasia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group is headquartered in Parsippany, N.J. More information is available at [AvisBudgetGroup.com](https://www.AvisBudgetGroup.com).

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