



AVIS BUDGET GROUP EXPANDS SOCIAL MEDIA INITIATIVE TO ENGAGE CUSTOMERS ON A LOCAL LEVEL

PARSIPPANY, N.J., July 14, 2014 — Avis Budget Group, Inc. (NASDAQ: CAR) is expanding its presence on social media. The Company today announced that it has launched local Facebook, Foursquare and Google Places pages for each of its Avis Car Rental, Budget Car Rental and Budget Truck Rental facilities in the United States and Canada.

The initiative, the first of this magnitude in the car rental industry, opens the lines of communication with customers on a local level. It allows the brands to proactively target customers with local deals such as one-way offers from a specific facility, promote contests and other special offers and provide customer service support. In addition, it also ensures that Avis, Budget and Budget Truck locations are accurately depicted on Google maps as indicated by a "pin" inserted onto the map for each location.

"Expanding our social media presence to our locations across North America provides our customers with another convenient way to engage with our brands," said Jeannine Haas, chief marketing officer, North America, Avis Budget Group. "This heightened level of engagement allows us to obtain real-time feedback and insights on our products and services while driving greater loyalty and share of wallet."

"We are seeing a merging of local searches supplemented by social media feedback," said Neal Zamore, vice president of consumer marketing, Avis Budget Group. "This initiative leverages this increasing trend and helps our customers find our locations more quickly and accurately — another way we put the customer first."

To locate a particular Avis, Budget or Budget Truck Rental location in North America on Facebook, Foursquare or Google Maps, search for "Avis Car Rental," "Budget Car Rental" or "Budget Truck Rental" preceded or followed by the airport name, city or zip code.

About Avis Budget Group

Avis Budget Group, Inc. is a leading global provider of vehicle rental services, both through its Avis and Budget brands, which have more than 10,000 rental locations in approximately 175 countries around the world, and through its Zipcar brand, which is the world's leading car sharing network, with more than 870,000 members. Avis Budget Group operates most of its car rental offices in North America, Europe and Australia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 29,000 employees and is headquartered in Parsippany, N.J. More information is available at www.avisbudgetgroup.com.

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