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## **AVIS CELEBRATES CUSTOMERS AND EMPLOYEES IN NEW 'WE TRY HARDER' MARKETING CAMPAIGN**

Satisfied customers praise employees for going the extra mile  
in new multimedia advertising campaign

**PARSIPPANY, N.J., January 27, 2011** – Avis Rent A Car today launched a new advertising campaign that features customers complimenting employees who have exemplified the legendary Avis 'We try harder' customer service spirit. In an ongoing series of new ads, Avis will excerpt letters received from customers more than satisfied by their rental experience with Avis.

"The vast majority of our customers never experience any problems with their rentals, and I wish that we could say that nothing ever goes wrong, but when people travel, unforeseen situations will arise," said Tom Gartland, executive vice president of sales, marketing and customer care for Avis Budget Group, parent company of Avis. "Whether it is a personal possession left behind, a flight delayed by weather or a problem with a reservation, the real test of customer service is how employees respond when the customer needs help above and beyond the ordinary service. We strive to provide superior service and ensure a stress-free rental experience, every time out. At Avis, we treat people like people and that's what 'We try harder' is all about. And for Avis, it's more than a slogan, it's an ethos and our people live it every day."

Created by Avis' agency of record, McCann Erickson, the campaign debuts today with a full-page ad in *The Wall Street Journal*. Ads will also be placed in other print outlets and later in the year, the campaign will feature versions of these ads for broadcast and cable television, online media and out-of-home media. The Avis.com website will also feature elements of the campaign, as will the Avis facilities referenced in the ads.

For more information, visit [www.avis.com](http://www.avis.com).

### **About Avis**

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at approximately 2,200 locations in the United States, Canada, Australia, New Zealand and the Latin American / Caribbean region. Avis is one of the world's top brands for customer loyalty, ranking as the number one car rental company in the Brand Keys® Customer Loyalty Engagement Index for the past eleven years. The company is a wholly owned subsidiary of Avis Budget Group, Inc. (NASDAQ: CAR). For more information, visit [www.avis.com](http://www.avis.com).

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