



## Mixing Business with Pleasure? New Discounts from Avis Help Travelers Enjoy Leisure Benefits on Business Trips

**PARSIPPANY, N.J., July 27, 2012** — Avis Car Rental today announced that it is providing promotional rates and discounts for travelers planning a “Bizcation™” — the combining of a business trip and a vacation, which Avis believes is becoming increasingly popular among business travelers.

“Now, more than ever, savvy travelers realize that just because they are on a business trip doesn’t mean they can’t enjoy leisure travel experiences while they’re already there, particularly if they’re in a great tourism destination,” said Jeannine Haas, chief marketing officer, Avis Budget Group.

Travelers who wish to extend a business trip to enjoy the leisure benefits of their destination can now get one free weekend day with a three-day (or more) Avis rental. This offer is valid on any car in Avis’ Economy through Premium car groups. A Saturday night keep is required. For more details and full Terms and Conditions, please visit [Avis.com](http://Avis.com).

“At Avis, we recognize that this is a growing trend and we’ve even coined a new term,

Bizcation™, to define the blending of business trips and vacations,” said Ms. Haas. “We’re delighted to offer ‘Bizcationers’ great rates and this special offer that allows them to enjoy their travels and save on car rentals.”

The trend of mixing business with pleasure has been growing according to recent studies, which have looked at everything from business trips that include children to surveys of business travelers who indicate their intention to extend their travels to be able to enjoy their stay.

For example, an Orbitz for Business/Business Traveler Magazine Trend Report found that 72 percent of business travelers indicated that they have extended a business trip with a leisure component and that 81 percent planned to, or were considering it. In addition, 43 percent recently had a spouse, significant other or friend accompany them on a business trip.

“We are committed to providing business travelers with services and solutions that matter most to them,” said Ms. Haas. “The Avis Bizcation helps travelers get more out of their travel experiences and spend more time with family and friends.”

For more information on Bizcation rates or to make a reservation, visit [www.avis.com](http://www.avis.com).

### About Avis

Avis Car Rental operates one of the world’s best-known car rental brands with approximately 5,200 locations in more than 165 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 operates and licenses the brand throughout the world. For more information, visit [www.avis.com](http://www.avis.com).

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