



AVIS ENHANCES CUSTOMERS' ONLINE EXPERIENCE WITH NEW TECHNOLOGY

PARSIPPANY, N.J., October 6, 2016 – Avis Car Rental has launched a new user experience platform to provide customers with a faster, more responsive and more personalized user experience on its flagship website, Avis.com.

Customers visiting the new Avis.com via their desktops, laptops, smartphones or tablets will benefit from a consistent user experience which includes modern, brighter and fresher pages that load faster than the previous version. Pages can also be personalized for travelers whether they are visiting the page for the first time or are a returning customer, which makes the reservation process even easier and more intuitive than before. With bold, new imagery, the updated version is also more engaging and allows customers utilizing the mobile version of the site to “Pay Now” and save on rentals.

“The new Avis.com reflects an updated and contemporary look that is in line with what our customers expect,” said Neal Zamore, senior vice president, global digital experience, Avis Budget Group. “It also enables us to personalize the entire experience for our customers – whether they previously rented a specific vehicle in a particular city, or came to our site for the first time from an advertisement on a search engine. We can deliver the right content to the right customer at the right time – and that’s invaluable.”

The upgraded Avis.com builds upon the Company’s commitment to put the customer first by employing the latest technology to enhance the rental experience. In July, the Company transformed car rental by giving travelers complete control of their experience via their smartphone. Through the new “Avis Now” features on its mobile app, customers can choose the exact car they want, control their experience from start to finish and get real-time updates for peace of mind. For more information or to make a reservation, visit www.avis.com.

About Avis

Avis Car Rental operates one of the world’s best-known car rental brands with approximately 5,500 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.

#

Contact:
Alice Pereira
973.496.3916
PR@avisbudget.com