



## **NEW AVIS CAR RENTAL ADVERTISING CAMPAIGN MOVES TRAVELERS FORWARD**

**PARSIPPANY, N.J., October 10, 2016** – Avis Car Rental today launched a new advertising campaign which highlights the Company's transformational mobile app in vignettes that show off its innovative features.

The first spot, called "Jet-Setter," features a businesswoman on an airplane who utilizes the Avis mobile app to accommodate her changing needs for a color and weather-appropriate vehicle. In the second spot, titled "Travel Partner," a road warrior heading out for yet another business trip makes his young daughter's day when he fires up the Avis mobile app to upgrade his rental and add a child safety seat. Each spot ends with a unique logo treatment that ties in the campaign's tagline, "This way forward."

"The Avis app was designed to meet the changing needs of today's travelers and makes car rental easier. Customers can control every aspect of the process on their terms and from the palm of their hands," said Scott Deaver, executive vice president and chief marketing officer, Avis Budget Group. "This ad campaign brings this innovative mobility solution to life in a way that travelers can relate or aspire to."

With the Avis mobile app, travelers enrolled in Avis Preferred, the Company's express rental/loyalty program, have the power to choose the exact car they want, control their rental experience from start to finish and get real-time updates for peace of mind, currently at nearly 60 locations across the United States. The Avis app is compatible with all vehicles in the Avis fleet, including 40,000 connected cars that enable customers to lock and unlock doors and flash the cars' headlights. The Avis app is available for devices on the iOS and Android platforms. For more information or to enroll in Avis Preferred, visit [www.avis.com](http://www.avis.com).

Created by Avis' advertising agency, Hello Creative, the 30-second spots will air on broadcast and cable networks, including ABC, Black Entertainment TV (BET), CNBC, ESPN, Fox News Channel, MSNBC, NFL Network and TV Land.

For more information or to view the TV commercials, visit [www.avis.com/tv](http://www.avis.com/tv).

### **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](http://www.avis.com).

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