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**AVIS' CONTINUED FOCUS ON THE RENTER EXPERIENCE
DRIVES ANOTHER CUSTOMER LOYALTY ACCOLADE**

Avis is #1 in Customer Loyalty for 15th Consecutive Year

PARSIPPANY, N.J., March 10, 2014 – Avis Car Rental has once again been named the leading car rental company in the Brand Keys Customer Loyalty Engagement Index[®]. The 2014 study examined 555 brands in 64 categories, and marks the 15th consecutive year that Avis earned the highest marks in the car rental category. Avis achieved top placement in each of the four drivers of brand loyalty, including brand reputation; pricing discounts and options; customer service and convenience; and reliability, safety and wide range of features.

"As consumer expectations continue to rise, it is critical that we remain focused on the customer experience," said Jeannine Haas, chief marketing officer, North America, Avis Budget Group. "Whether it's investing in our infrastructure to enhance our mobile offerings, establishing new travel and affinity partnerships, expanding Avis Preferred Select & Go or connecting with customers on social media, our commitment to customer satisfaction is the driving force behind all that we do. We proudly thank all those who helped make us the top car rental brand for 15 consecutive years."

In an effort to enhance customer loyalty and drive sustained profitable growth, Avis is committed to putting the customer first. For example, the Company recently launched new mobile applications to provide travelers with an enhanced user experience, greater transparency and mobile access to the most popular ancillary products and services. The Company has also invested in significant enhancements to its website infrastructure to provide customers who utilize the mobile version of Avis.com with a host of new options and features, delivered at significantly faster speeds.

Avis strives to continually measure and enhance all aspects of the customer experience that contribute to loyalty, including reservations, face-to-face customer interactions, written communications, billing, claims and customer service calls. The Company utilizes numerous feedback systems, including online customer surveys, to enhance the customer rental experience. Customer surveys are aggregated and delivered to field location managers in real-time to enable immediate response to customer suggestions. This customer feedback led the Company to become the first in the industry to offer a 100 percent smoke-free fleet in North America.

For more information on the 2014 Brand Keys Customer Loyalty Engagement Index, visit www.brandkeys.com.

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,750 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.