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## **AVIS HELPS USA TRIATHLON GO THE DISTANCE**

**PARSIPPANY, N.J., January 18, 2011** – Avis Rent A Car today announced a new partnership with USA Triathlon (USAT), the national governing body for triathlons, duathlons, aquathlons and other “multisport” competitions. As a bronze level partner of USAT, Avis will provide discounts and other money-saving offers to more than 130,000 member athletes, coaches, officials, parents and fans involved in multisport events.

The program also provides Avis with significant exposure through signage and giveaways at more than 3,000 different multisport events, ranging from grassroots amateur competitions to high-profile races nationwide. Avis will also gain new customers through advertising placement in *USA Triathlon Life Magazine*, ad placement on USAT’s official web site, [www.usatriathlon.org](http://www.usatriathlon.org), and inclusion in “Multisport Zone,” USAT’s weekly e-newsletter.

“We are dedicated to be growing our business by teaming up with organizations that value excellence and exemplify the Avis ‘We try harder’ spirit,” said Thomas M. Gartland, executive vice president of sales, marketing and customer care for Avis Budget Group, Inc., parent company of Avis. “We look forward to working with USA Triathlon, the largest multisport organization in the world, and helping their members take part in multisport events around the world.”

“We are thrilled to welcome Avis as a valued new member of our corporate family and offer our members a way to save on car rental,” said Chuck Menke, marketing and communications director for USA Triathlon. “In addition to the quality service and outstanding reputation that Avis has established, our partnership offers exclusive benefits for our members, whether they are travelling to events or taking a family vacation.”

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

### **About USA Triathlon**

USA Triathlon is proud to serve as the National Governing Body for triathlon – one of the fastest growing sports in the world – as well as duathlon, aquathlon and winter triathlon in the United States. USAT sanctions 3,100 races and connects with more than 133,000 members each year, making it the largest multisport organization in the world. In addition to its work with athletes, coaches, and race directors on the grassroots level, USAT provides leadership and support to elite athletes competing at international events, including World Championships, Pan American Games and the Summer Olympic Games.

### **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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