



Avis Budget Group Launches North American Tour in Appreciation of Customers and Employees

PARSIPPANY, N.J., June 11, 2012 (GLOBE NEWSWIRE) -- Avis Budget Group, Inc. (Nasdaq:CAR) today kicks off an eight-week bus tour across North America to thank customers for their business and celebrate the contributions of employees, licensees and dealers. The "Rolling Pride Rally" will stop at more than 80 Avis Budget locations in the United States and Canada and will feature addresses by members of the Avis Budget Group senior leadership team, appearances by special guests as well as customer and employee giveaways.

"Delighting customers and providing them with a personalized and outstanding rental experience each and every time is how you create loyalty and build brand enthusiasts," said Gina Bruzzichesi, senior vice president, customer experience, Avis Budget Group. "The Rolling Pride Rally is our grassroots way of saluting our valuable customers who choose Avis, Budget and Budget Truck for their vehicle rental needs. At the same time, it is the perfect opportunity to thank our amazing team that consistently delivers outstanding service."

The Rolling Pride Rally begins in Toronto and travels to Avis Budget locations in key markets, including Chicago, Jacksonville, Los Angeles, Tulsa, Virginia Beach and Vancouver. Among the stops is the Global Business Travel Association annual convention being held July 22—25 in Boston. The industry trade show attracts a global audience and features thousands of travel managers from leading companies.

Avis Budget Group executives will be in attendance and will distribute free "thank you" scratch-off tickets to customers, who can win prizes that include vehicle upgrades and free rental days.

The Avis Budget Group Rolling Pride Rally is a component of the Company's "Customer Led, Service Driven" initiative, which helps ensure that team members view all aspects of the customer experience through the eyes of the customer to deliver a level of service that exceeds the specific needs, wants and preferences of Avis and Budget customers. Utilizing a cross-functional Customer Led Experience team, the Company evaluates and enhances processes that help drive customer satisfaction, including reservations, face-to-face customer interactions, written communications, billing, claims and employee training.

About Avis Budget Group

Avis Budget Group, Inc. is a leading global provider of vehicle rental services through its Avis and Budget brands, with 10,000 rental locations in approximately 175 countries around the world. Avis Budget Group operates most of its car rental offices in North America, Europe and Australia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 29,000 employees and is headquartered in Parsippany, N.J. For more information, visit www.avisbudgetgroup.com.

The Avis Budget Group, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8891>

CONTACT: Alice Pereira

(973) 496-6113

PR@avisbudget.com