



## **Avis Wins 'Skiftie' for Best Social Media Presence**

PARSIPPANY, N.J., Oct. 14, 2014 (GLOBE NEWSWIRE) -- Avis Car Rental was recently honored for "Best Social Media Presence - Ground Transportation" at the inaugural Skiftie Awards. Skift, a travel intelligence company that offers information and services to travel industry professionals and professional travelers, presented the "Skiftie" awards to 20 winners in 15 different categories.

"We are delighted and proud to have won a Skiftie for our social media program," said Jeannine Haas, chief marketing officer, North America, Avis Budget Group. "Social media is the communication channel of choice for many people, so it's critical that we have a robust program in place to successfully and positively interact with our customers and potential customers."

Skift looked at not only the acquisition of users, but also how an organization's content engaged the community, and how genuine the brands were as they converted their audiences. Skift judges noted that the categories were very competitive, forcing them in some cases to go through as many as five rounds of review before they could declare a winner.

Avis was credited by Skift for building "a strong Facebook presence through a three-part campaign and targeting mobile customers by leveraging nearby functionality. Answered 100 percent of customer tweets both positive and negative within one hour during the hours of 7 a.m. — 10 p.m."

Avis has a brand presence on Facebook, Twitter, Pinterest and other social media sites.

### **About Avis**

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,450 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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