



AVIS BUDGET GROUP LAUNCHES NEW MOBILE APPLICATIONS

PARSIPPANY, N.J., March 5, 2014 — Avis Budget Group, Inc. (NASDAQ: CAR) today announced the launch of new mobile applications for customers of Avis Car Rental and Budget Car Rental. The new apps provide travelers with an enhanced user experience, greater transparency and mobile access to the most popular ancillary products and services offered by Avis and Budget, including Loss Damage Waiver protection, a Fuel Service Option, Global Positioning System (GPS) device rentals and various insurance coverage options.

"We know how important it is for our customers to have the ability to manage all aspects of their car rental experience when they travel," said Neal Zamore, vice president of consumer marketing, Avis Budget Group. "As a result, we're thrilled to announce that our new mobile apps now provide a faster and easier experience and access to our full range of products and services, giving customers the freedom they deserve."

Mobile applications represent one of the Company's fastest-growing, highest-conversion channels, with reservations from mobile devices having doubled in 2013. "With the new mobile applications, customers can manage their rental profiles and reservations more easily. We expect conversion rates on mobile applications to increase as a result of the enhanced experience which will help us capture incremental volume," Mr. Zamore said.

The new Avis and Budget mobile applications are currently available on the iOS and Android platforms for both Avis and Budget customers. New applications are also available on the Microsoft Windows Phone and BlackBerry operating systems for Avis customers, reflecting the popularity of these devices with business travelers.

The new mobile applications build upon the Company's commitment to put the customer first by employing the latest technology to enhance the rental experience. In November, the Company announced its investment in a series of enhancements to its website infrastructure to provide customers who utilize the mobile versions of Avis.com and Budget.com with a host of new options and features, delivered at significantly faster speeds. This investment also included the mobile versions of Avis.com.au in Australia and Avis.co.nz for New Zealand. And earlier in 2013, Avis Budget Group launched a new mobile application for Budget in Europe.

About Avis Budget Group

Avis Budget Group, Inc. is a leading global provider of vehicle rental services, both through its Avis and Budget brands, which have more than 10,000 rental locations in approximately 175 countries around the world, and through its Zipcar brand, which is the world's leading car sharing network, with more than 860,000 members. 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. More information is available at www.avisbudgetgroup.com.

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