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## **AVIS PARTICIPATES IN "DISCOVER AMERICA DAILY GETAWAYS" PROMOTION IN PARTNERSHIP WITH U.S. TRAVEL ASSOCIATION**

**PARSIPPANY, N.J., April 11, 2011** – Avis Rent A Car is joining approximately 30 of America's top travel brands and tourism destinations this spring in the "Discover America Daily Getaways" 2011 promotion. Back by popular demand for its second year, this five-week online promotion offers exclusive savings and once-in-a-lifetime vacation packages, just in time for the summer travel season, at [www.DailyGetaways.com](http://www.DailyGetaways.com).

Starting on April 13, travelers can purchase one-day Avis rental certificates, valued at \$50, for just \$33. The certificates can be used for one-day's time and mileage charges on a rental vehicle in any of the following car classes: subcompact, compact, intermediate, standard, full-size or premium. Certificates are valid at any participating Avis location in the United States, Canada, Puerto Rico and the U.S. Virgin Islands.

"We were delighted at the response to last year's Avis offers in the Daily Getaways promotion," said Kaye Ceille, senior vice president of international sales and marketing for Avis Budget Group, parent company of Avis. "We're excited to participate again this year and offer travelers the benefits of renting with Avis. They are sure to enjoy the ride in our smoke-free vehicles and appreciate how we 'treat people like people.'"

This U.S. Travel Association promotion runs April 11 through May 13, 2011. Each day a new exclusive deal from a leading travel brand will be unveiled at 12:00 p.m. EDT and made available for purchase throughout the promotion period, until the inventory is sold out.

"As the economy continues to improve, more Americans will travel this summer," said Roger Dow, president and CEO of the U.S. Travel Association. "According to the latest U.S. Travel Association and Ypartnership *travelhorizons*® survey, 59 percent of U.S. adults plan to take a trip for leisure purposes between this February and July, up almost five percent over the same period in 2010. The Discover America Daily Getaways promotion ensures the U.S. travel industry benefits from this increase and provides great deals for consumers to stay and play within the United States this spring and summer."

For more information, including terms and conditions, visit [www.DailyGetaways.com](http://www.DailyGetaways.com).

### **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 2,100 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 twelve 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).

**About U.S. Travel Association**

The U.S. Travel Association is the national, non-profit organization representing all components of the \$704 billion travel industry. U.S. Travel's mission is to increase travel to and within the United States. For more information, visit [www.ustravel.org](http://www.ustravel.org).

**About Discover America**

Discover America, LLC is a wholly owned entity of the U.S. Travel Association and operates [DiscoverAmerica.com](http://DiscoverAmerica.com), the Official Travel and Tourism Website of the United States, for U.S. resident travelers and for international travelers. For more information, visit [www.DiscoverAmerica.com](http://www.DiscoverAmerica.com).

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