



## Avis Budget Group Marks Milestone of Honoring 500 Customer Experience Owners

### Company Celebrates Employees Commended by Customers for Exemplary Service

PARSIPPANY, N.J., May 10, 2012 (GLOBE NEWSWIRE) -- Avis Budget Group, Inc. (Nasdaq:CAR) today announced that the Company has recognized more than 500 Customer Experience Owners (C.E.O.s) in its organization. Introduced in North America last year, the C.E.O. program celebrates team members, including agency operators, dealers and licensees as well as employees, who have been praised by Avis Car Rental, Budget Car Rental and Budget Truck Rental customers for providing outstanding service.

Avis Budget Group's C.E.O. program 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 consistently meets or 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.

"As our customers' needs and preferences evolve, it is imperative that we adapt to meet their expectations," said Ronald L. Nelson, chairman and chief executive officer, Avis Budget Group. "This assures us that our strategies and tactics are always on-target so we can provide an outstanding rental experience that builds customer satisfaction, brand loyalty and margins, all at the same time."

C.E.O.s recognized by the Company to date have ranged from a courtesy bus driver in San Diego, Calif., to a property damage examiner in Virginia Beach, Va., to a greeter in Toronto. Examples of recent C.E.O.s celebrated by customers for exemplary service include:

- Katrina McDaniel, rental sales associate from Houston Hobby Airport, who delighted her customer, an employee of a valued Avis corporate account. She displayed empathy, a desire to help and creative problem resolution to foster a memorable experience and win an Avis fan.

The customer recounts: "I left my jacket in the car, but was too close to my flight to return to Avis. Without hesitation, you volunteered to meet me at security with my jacket. Unfortunately, we were unable to meet prior to my boarding. Imagine my surprise when a flight attendant called my name over the intercom to say that they had my jacket! You went the extra mile to have someone run my jacket through the terminal and onto the plane. I truly am appreciative of your efforts to help and support me. Thank you for going to such great lengths to ensure that I had my jacket prior to leaving. People like you make a lasting impression. I will continue to patronize Avis for all of my transportation needs."

- Stephen Goodfarb, rental sales associate, and Vanessa Henriques, clerk, from the Budget facility at Hilo International Airport in Hawaii, built a trusted customer relationship by being patient, empathetic and providing personalized service.

In the words of the customer: "Stephen handled my concern about my lost wedding ring with appropriate seriousness. He assured me that the vehicle would be thoroughly searched and the driver's seat removed, if necessary. I appreciated his patience, concern and willingness to listen to me at this distressing moment. On Monday morning, Vanessa called to tell me that the vehicle had been searched; she had even emptied the vacuum cleaner bag and searched its contents. Vanessa reassured me that a mechanic would also remove the driver's seat. I was very relieved when Vanessa called later to tell me my ring had been found. Because of this experience, I will definitely rent from Budget again!"

- Craig Anderson, a Budget Truck Rental dealer in Salida, Colo., listened first, to determine his customer's needs, and then exceeded those expectations. His personal attention created a relevant experience and an enthusiastic Budget Truck fan.

The customer shared: "I cannot possibly capture in a few words how pleased I was with my recent experience renting a truck from Craig. He really worked at getting me exactly the size truck I wanted... something I have not been able to get with many rentals from a competitor. I had a limited number of days in which to move; to find the truck waiting for me when I arrived took a lot of pressure off me and saved me valuable time. It was the best experience, overall, that I have ever had renting a truck."

"Providing each customer with a personalized and outstanding rental experience is what being a Customer Led, Service Driven organization is about," said Mr. Nelson. "We congratulate our C.E.O.s for leading the effort toward becoming a Customer Led, Service Driven Company and creating loyal, trusted relationships with Avis, Budget and Budget Truck customers."

Employee recognition letters were recently used as the basis for the latest iteration of Avis' world-renowned 'We try harder' advertising campaign. Launched last year, the campaign featured customers complimenting employees who exemplified the spirit and exceeded customer expectations.

### **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](http://www.avisbudgetgroup.com).

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

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